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IN THIS ISSUE: THE 1941 BUSINESS OUTLOOK

BROADCASTING

Broadcast Advertising

Vol. 19 • No. 13

JANUARY 1, 1941
WASHINGTON, D. C.

Canadian and Foreign
$4.00 the Year

$3.00 the Year
15c the Copy

Published Semi-Monthly, 25th issue (Yearbook Number) Published in February

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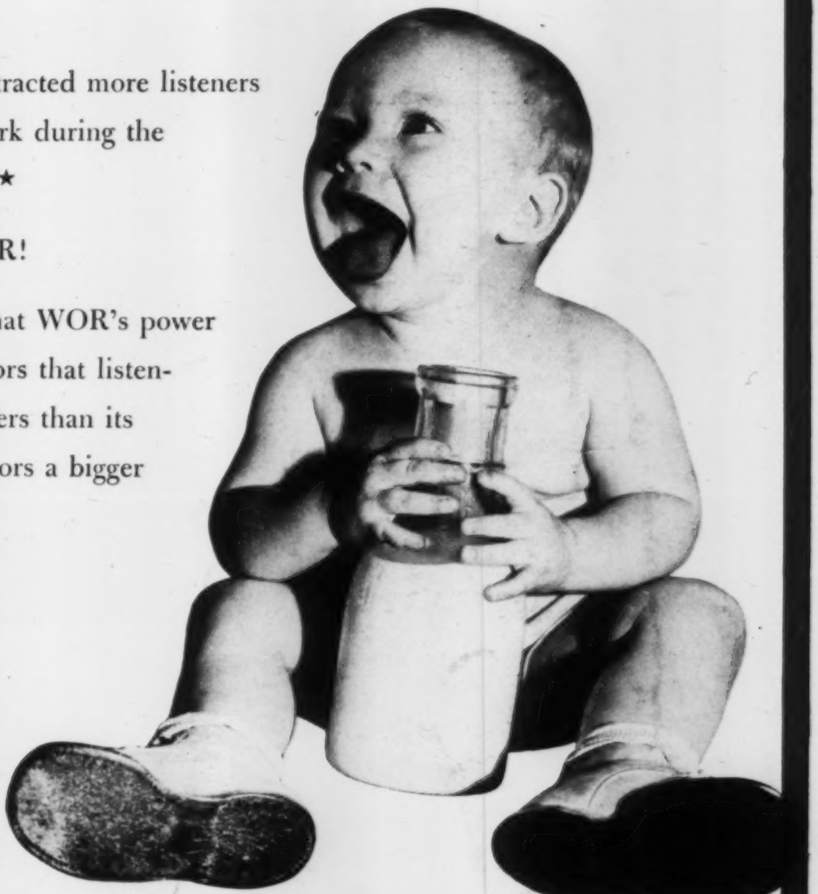
"HEY, MA ...... almost as good as WOR's 135,000 watts, huh?"

Six 15-minute evening programs attracted more listeners than any others in Greater-New York during the months of October and November.★

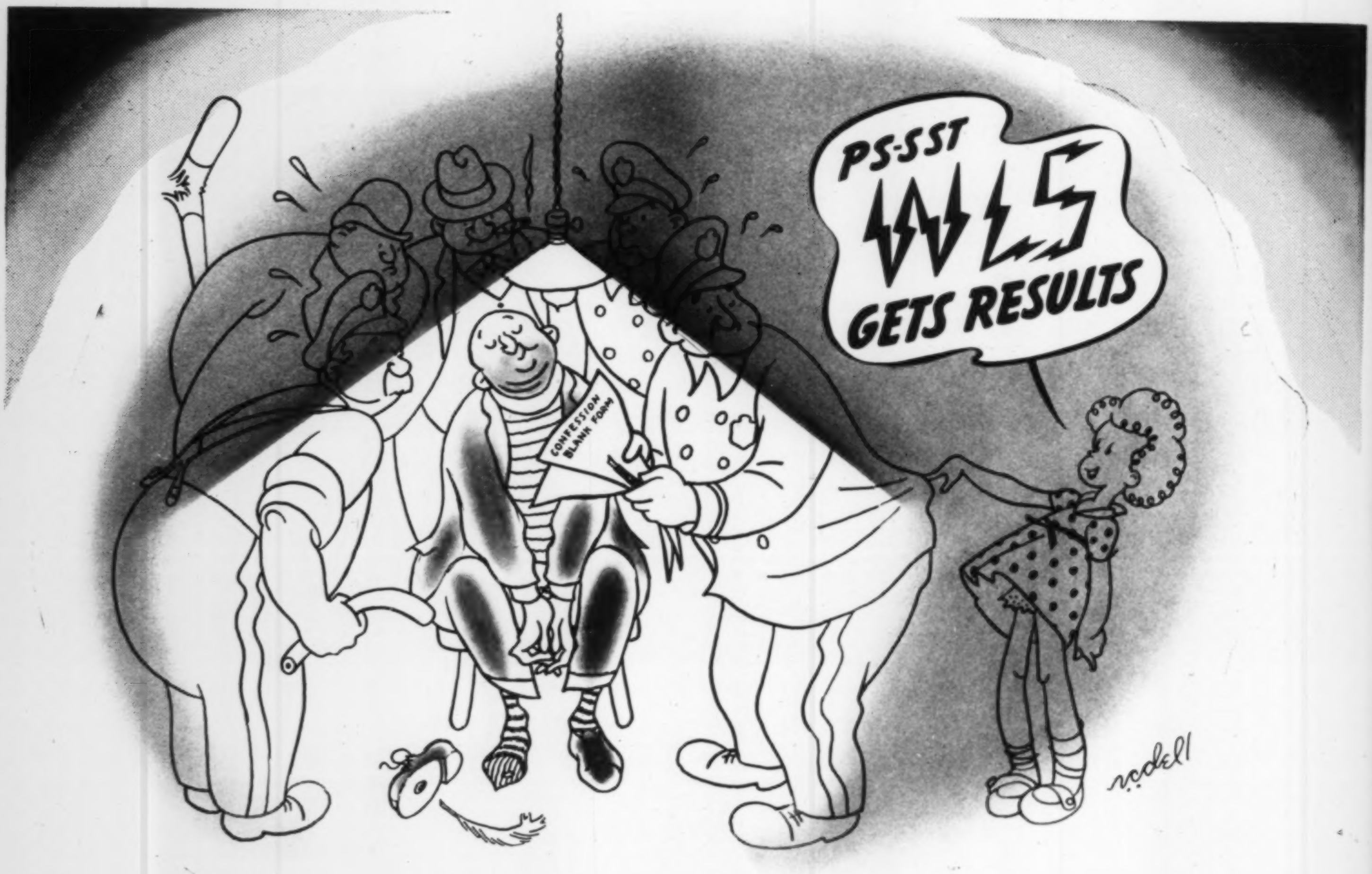
Five of these programs are on WOR!

It becomes increasingly apparent that WOR's power of 135,000 watts★★ gives its sponsors that listening edge which attracts more listeners than its competitors; and gives these sponsors a bigger profit for their advertising dollar.



★As revealed in the C. E. Hooper New York area audience check for October-November.

★★WOR's unique directive-array concentration of power more than doubles the impact of its basic 50,000 watts.



There is no need for a third degree to "pin the goods" on WLS—or any WLS advertiser—we've delivered the "goods" too often not to be happy to talk about it. For example, Mr. Herbert McLaughlin (the Manor House Coffee McLaughlins) recently stated:

> **"While our Manor House Coffee sales have steadily increased from year to year, the per cent of increase went up decidedly when we again added WLS in November, 1939, to our advertising schedule, and this larger per cent of increase has since continued.**
>
> **"Our renewal of our contract this fall, taking more time, shows our faith in the ability of WLS to produce sales."**

We repeat, we are always happy to talk about sales results from WLS advertising. Just ask us or any John Blair man.

870 KILOCYCLES 50,000 WATTS

NBC BLUE AFFILIATE

THE PRAIRIE FARMER STATION

Burridge D. Butler, President
Glenn Snyder, Manager

WLS

National Representatives:
JOHN BLAIR & COMPANY

CHICAG

Hugh B. Terry

● The KLZ Broadcasting Company announces the appointment of Hugh B. Terry as Station Manager, effective January 1, succeeding F. W. Meyer, resigned. Mr. Terry's experience and training, as Commercial Manager of KLZ, Manager of KVOR, and as a member of the staff of WKY, assures sponsors and listeners alike an aggressive, efficient and productive management.

F. W. Meyer

To F. W. Meyer, radio pioneer and manager of KLZ for many years, the KLZ Broadcasting Company extends best wishes for success in the operation of his own station, KMYR.

The KLZ BROADCASTING CO.
Denver, Colo.

Published semi-monthly, 25th issue (Year Book Number) published in February by Broadcasting Publications, Inc., 870 National Press Building, Washington, D. C. Entered as second class matter March 14, 1933, at the Post Office at Washington, D. C., under act of March 3, 1879.

Rating ourselves as

25 NEW ACCOUNTS ON THE BLUE

Axton-Fisher Tobacco Corp. *"20 Grand Salutes Your Happy Birthday"*
Bank of America *"John Nesbitt"*
Better Speech Institute *"Speak Up America"*
Brazil, United States of *"Pearson & Allen"*
Carter Products *To be determined*
Chemicals, Inc. (House Cleaner) *"Just Between Friends"*
Clapp, Harold, Inc. (Baby Food) *"Mother of Mine"*
Emerson Drug Co. (Bromo Seltzer) *"Ben Bernie"*
Grove Laboratories (Quinine) *"Sherlock Holmes"*
Gulden, Charles (Mustard) *"Gulden Serenaders"*
Howe, Lewis (NR's) *"Fame & Fortune"*
Knapp Monarch (Electric Shavers) *"Ahead of the Headlines"*
Land O' Lakes Creameries *"Edgar A. Guest"*
Lever Bros. (Rinso) *"Grand Central Station"*
Lever Bros. (Spry) *"Uncle Jim's Question Bee"*
Miles Laboratories (Alka-Seltzer) *"Quiz Kids"*
Modern Food Process (Scrapple) *"Olirio Santoro"*
Nash Motors *"John B. Kennedy"*
Newsweek *"Ahead of the Headlines"*
Ohio Oil Co. *"Marathon Melodies"*
Sloan, Dr. Earl (Liniment) *"Gangbusters"*
Standard Brands (Yeast) *"I Love a Mystery"*
Texas Corp. *"Metropolitan Opera"*
Williamson Candy (O'Henry Bars) *"Famous Jury Trials"*
Yeast Foam *"Orrin Tucker"*

"BACK FOR MORE"

8 CONTRACTS RENEWED

Colgate-Palmolive-Peet (Shave Cream) *"Bill Stern Sports Review"*
Jergens, Andrew (Lotion) *"Walter Winchell"*
Jergens, Andrew (Soaps) *"Parker Family"*
Modern Food Process (Thrivo Dog Food) *"Moylan Sisters"*
Pacific Coast Borax *"Death Valley Days"*
Ralston-Purina (Cereals) *"Tom Mix Ralston Straight Shooters"*
Welch Grape Juice Co. *"Dear John"*
Williams, J. B. (Shaving Cream) *"True or False"*

"SITTING PRETTY"
W. Steig

19 CAMPAIGNS CONTINUE UNDER CURRENT CONTRACT

Adam Hats *"Madison Sq. Garden Boxing Bouts"*
Anacin *"Easy Aces"*
Anacin *"Just Plain Bill"*
Bisodol *"Just Plain Bill"*
Bisodol *"Mr. Keen, Tracer of Lost Persons"*
Cal-Aspirin Corp. *"Amanda of Honeymoon Hill"*
Cuminer Products (Energine) *"Manhattan at Midnight"*
Howe, Lewis (Tums) *"Pot O' Gold"*
Ironized Yeast Co., Inc. *"Good Will Hour"*
Mystic Laboratories (Creams) *"John's Other Wife"*
Phillips, Chas. H. (Magnesia) *"Amanda of Honeymoon Hill"*
Procter & Gamble (Camay) *"Pepper Young's Family"*
Procter & Gamble (Chipso) *"This Small Town"*
Procter & Gamble (Crisco) *"Vic & Sade"*
Procter & Gamble (Ivory) *"Mary Marlin"*
Reynolds, R. J. (Camels) *"Luncheon at the Waldorf"*
Sun Oil *"Lowell Thomas"*
Watkins, R. L. (Dr. Lyons Tooth Powder) *"Orphans of Divorce"*
Wyeth Chemical (Cold Tablets) *"John's Other Wife"*

6 CONTRACTS EXPIRED

Air Conditioning Training Corp. *"Sidney Walton Music"*
Brown & Williamson *"Plantation Party"*
Canada Dry Ginger Ale, Inc. *"Information Please"*
Canadian Railways Association *"Canadian Holiday"*
Gordon Baking Company *"One of the Finest"*
Westinghouse Electric & Mfg. Co. *"Musical Americana"*

s advertisers rate us:

as indicated by their comings and goings—chiefly "comings"

Things have been popping fast and furious ever since the creation of the Blue Network Sales Department last July. We've told you about the station improvements that we're making, the programs that we're building, the steps we're taking to assure advertisers of greater co-operation than ever.

But the best criterion of the increased selling effectiveness of the Blue is the action of the advertisers themselves — those hard-headed gentlemen who have the experience and judgment to get the most for their advertising dollar. We present herewith the complete picture of what advertisers are doing on the NBC Blue Network—with no punches pulled.

Since June 1st, 1940, 25 new accounts, Lord bless 'em, have joined the Blue ranks. 8 old friends, we're pleased to report, have renewed their contracts. 19 satisfied customers (and we're going to keep them happy) are continuing under current contracts. 6 clients are no longer with us, and we're sorry they've left.

But there's still plenty of room for you, Mr. Prospective Advertiser, on the NBC Blue Network. And notwithstanding all the improvements going on over the Blue, two facts remain constant. First, the Blue still concentrates its coverage in the Money Markets, where the nation's buying income is centered. Second, the famous NBC Blue Discount Plan still offers national coverage at the lowest cost of *any* medium. For example, you can buy a half-hour coast-to-coast, in the evenings, mind you, on the NBC Blue Network, 52 times a year, for less than $5000 a week. Amazing, isn't it? Better call in that Blue salesman today.

NATIONAL BROADCASTING COMPANY
A Radio Corporation of America Service

The
BLUE
NETWORK
OF NBC

Sales thru the air with the greatest of ease

A Banzai to Broadcasting*

WCAU
PHILADELPHIA

. . . borrows from the Far East in extending felicitations to Broadcasting Magazine on the threshold of a New Year.

In the tongue of the Oriental Banzai means ten thousand honors; not too many for Broadcasting, considering

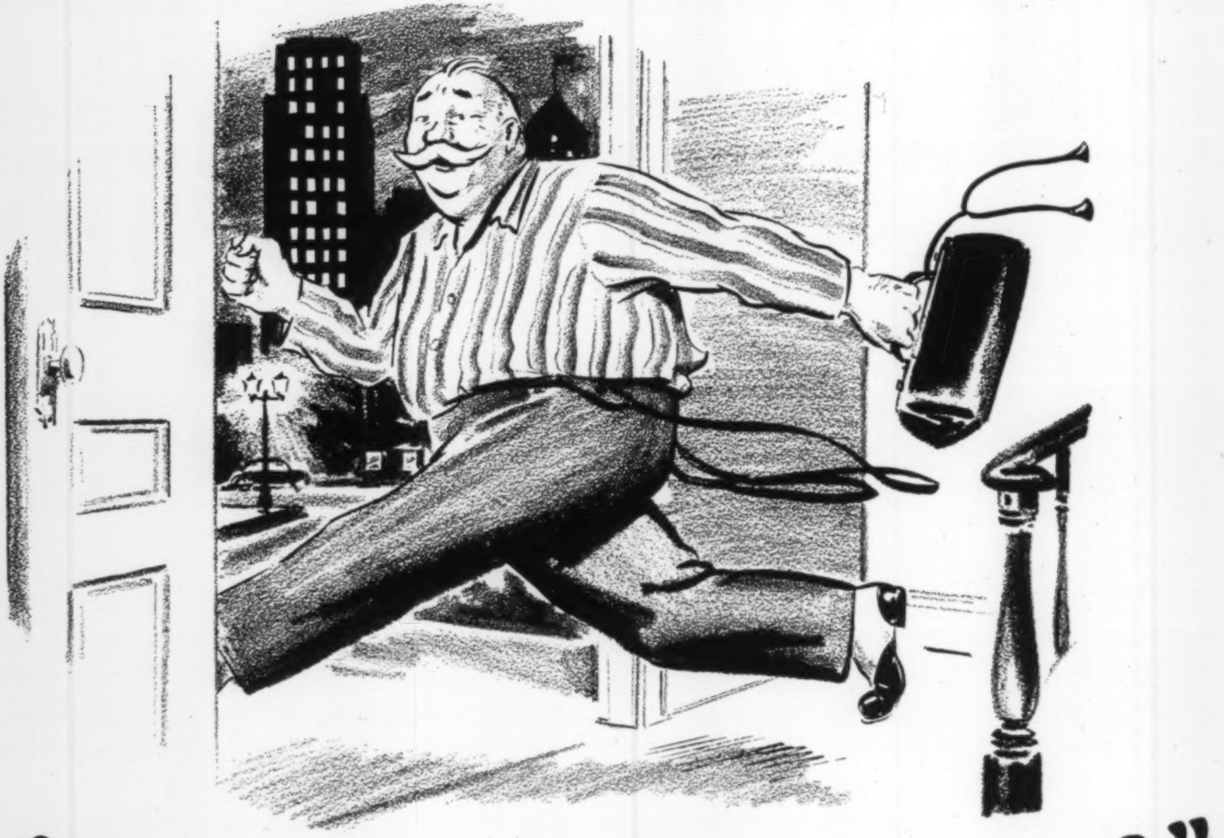
- Its faithful, unbiased reporting of all that's news in the broadcast industry . . .
- The dog watch it keeps, the endless vigil it maintains outside the doors of the F. C. C. . . .
- Its foresighted editorial policy; that has often pointed the way; many times called the turn . . .
- Its decision to go weekly so that we of the industry might have all these good things in spades . . . For these . . .

Not a Happy New Year to Broadcasting but a Banzai, 10,000 of them, from **WCAU**
PHILADELPHIA

COMING
EVENTS
RALEIGH
WPTF
680 KC.
RALEIGH N.C.
NBC RED

NORTH CAROLINA'S No. 1 SALESMAN

FREE & PETERS, Inc.
NATIONAL REPRESENTATIVES



"It's an *emergency* case!"

If for one reason or another you've never exposed yourself to Free & Peters service, you may be surprised to discover how fast we can move—how quickly we can furnish the dope you need—when you're faced with an emergency radio problem.

Not that we're miracle men! But we *do* spend our days—and many of our nights!—thinking, breathing, *living* radio. As pioneer radio station representatives, there's hardly a spot problem we haven't met before. And we're strategically located in six fully equipped offices throughout the country, ready to help you in *any* way, at *any* time.

Why not get acquainted with our services now—and possibly immunize yourself against some future emergency? Incidentally—just in case you don't know it—our services don't cost you a farthing!

EXCLUSIVE REPRESENTATIVES:

WGR-WKBW	BUFFALO
WCKY	CINCINNATI
WDAY	FARGO
KMBC	KANSAS CITY
WAVE	LOUISVILLE
WTCN	MINNEAPOLIS-ST. PAUL
WMBD	PEORIA
KSD	ST. LOUIS
WFBL	SYRACUSE
... IOWA ...	
WHO	DES MOINES
WOC	DAVENPORT
KMA	SHENANDOAH
... SOUTHEAST ...	
WCSC	CHARLESTON
WIS	COLUMBIA
WPTF	RALEIGH
WDBJ	ROANOKE
... SOUTHWEST ...	
KGKO	FT. WORTH-DALLAS
KOMA	OKLAHOMA CITY
KTUL	TULSA
... PACIFIC COAST ...	
KECA	LOS ANGELES
KOIN-KALE	PORTLAND
KROW	OAKLAND-SAN FRANCISCO
KIRO	SEATTLE

FREE & PETERS, INC.

Pioneer Radio Station Representatives

Since May, 1932

CHICAGO: *180 N. Michigan* Franklin 6373

NEW YORK: *247 Park Ave.* Plaza 5-4131

DETROIT: *New Center Bldg.* Trinity 2-8444

SAN FRANCISCO: *111 Sutter* Sutter 4353

LOS ANGELES: *650 S. Grand* Vandike 0569

ATLANTA: *322 Palmer Bldg.* Main 5667

BROADCASTING
and
Broadcast Advertising

Vol. 19 No. 13 WASHINGTON, D. C., JANUARY 1, 1941 $3.00 A YEAR—15c A COPY

Armed With BMI, Industry 'Sits Tight'

Justice Department Action Against ASCAP, NAB, BMI, Networks Is Awaited as Consent Decree Fails

By SOL TAISHOFF

CONFIDENT that the Government's all-out legal assault against music pooling will leave the broadcasting industry virtually unscathed but will spell the demise of ASCAP's domination of music performance, major elements in broadcasting have adopted a "sit tight" attitude under which ASCAP contracts would be permitted to expire as of the year's end.

As this was written Dec. 30, the Department of Justice was poised to file criminal proceedings not only against ASCAP but also against NAB, Broadcast Music Inc., NBC and CBS. Action against the radio groups is premised upon alleged boycott of ASCAP music and on purported conspiracy by NAB and the major networks to eliminate competition [see page 54D].

BMI Gets a Trial

Victor O. Waters, special assistant to the Attorney General in charge of the ASCAP litigation, planned to leave for Milwaukee as soon as Departmental approval of the proceedings was forthcoming, probably about Jan. 6.

With feeling high in the industry because of the sudden turn in the Government attitude, taken only after ASCAP had toyed with it for weeks on a consent decree, the broadcasting industry nevertheless was determined to gvie BMI a real trial and forego the use of ASCAP music beginning Jan. 1. There was no thought of a compromise or reconciliation, with the most important elements in the industry willing to take their chances on the criminal litigation.

Reports were rampant that ASCAP would make a sensational offer, permitting radio to use its music after Jan. 1 until some sort of reconciliation might be worked out. But the bulk of the stations, plus the major networks, were of the view that no last-minute negotiations could be effected. They were satisfied that BMI could carry the music load and that the litigation ultimately would wind up in radio's favor.

For statements of the opposing elements in the music feud, see page 54-D.

The Department, following the sensational announcement of Attorney General Robert H. Jackson Dec. 26 that criminal proceedings would be instituted, proposed to file criminal informations in Milwaukee by about Jan. 6. There will be separate bills, one against ASCAP and the other presumably against the industry groups.

Avoids Grand Jury

The ASCAP bill will be all-inclusive, seeking the indictment, without the usual procedure of going through a grand jury, of its officers and its 24 directors, plus all of its publisher members. That against the industry groups presumably will be aimed at the NAB, but not its individual directors or members; against the officers and directors of BMI and against specified officers and directors of NBC and CBS who were identified with the formation of BMI, Mutual, as a cooperative association, was not expected to be included, though it would be affected by virtue of the presence on the BMI board of an MBS officer, as well as the membership of MBS stations in BMI.

The Department had planned to initiate action against ASCAP before the end of the year, following up with the filing of criminal informations against the industry groups. The holiday period, however, is believed to have interfered with this plan.

It was also clearly indicated that the Department, in its all-front onslaught on music, intends shortly to prosecute the American Federation of Musicians, dominated by James C. Petrillo, largely because of its enforced employment of musicians by broadcast stations, under the 1938 "Schedule A" agreement.

Why BMI Is Included

Spokesmen for radio were indignant over the Department's action in proceeding against BMI, set up as it was only to break the ASCAP stranglehold on radio. Assistant Attorney General Thurman Arnold took the position that the Department could not proceed against ASCAP without taking cognizance of the purported monopolistic tendencies of BMI. This was represented as essential because the broadcasting industry controlled the principal exploitation medium.

Whether conversations would be held with BMI and other industry representatives about an out-of-court settlement, was problematical. It is known the Department would like to see the industry enter an agreement similar to that proffered ASCAP, which was rejected at the eleventh hour. Because BMI is a new organization, without a record of purported wrongdoing such as ASCAP, it was thought it could accede to a consent decree without seriously disrupting its operation and permit it to introduce an element of competition desired in music.

Mr. Waters, assigned to the ASCAP case a year ago, has been devoting practically all his time, since the rupture of the consent decree negotiations, to the drafting of the criminal informations. Unlike grand jury proceedings, where indictments must be procured, the Anti-Trust Division, upon its own information and belief, will seek prompt court action against the defendants named, eliminating the long drawn out grand jury proceedings.

Hardly a Complaint

While a number of stations signed contracts with ASCAP at the eleventh hour, the rank and file of the industry exuded confidence in the ability of BMI and non-ASCAP houses to tide the industry over the critical period. As a matter of fact, during the last month a minimum of ASCAP music has been performed over the networks and there have been no complaints worthy of mention, either to the

(*Continued on page 18-A*)

Next Issue of BROADCASTING To Appear Jan. 13 as Weekly

WITH THIS issue BROADCASTING terminates publication as a semi-monthly, and hereafter will appear as a weekly. The first weekly issue will be published under date of Monday, Jan. 13. Each Monday thereafter this newsmagazine should reach its readers as far west as Kansas City, with second-class mail delivery indicated for the remainder of the country on the following day.

BROADCASTING inaugurates weekly publication after more than nine years as a semi-monthly, under the same ownership, management and publication policies. As the original trade journal of the industry, devoted entirely to the interests and welfare of broadcasting and broadcast advertising, it will continue to espouse full freedom of radio under the American plan of free competitive enterprise. It has no alliances with other publications or with any other medium.

There will be no change in format or outward appearance of BROADCASTING as a weekly. The magazine, instead af averaging about 100 pages per issue, will run about 60 pages at the outset. Full coverage of all news developments in the business and conduct of broadcasting as an industry, along with advertising success stories and features, will be supplied as in the past. New departments, to be added, will emphasize business news, new campaigns and success stories.

BROADCASTING gratefully acknowledges the wholehearted cooperation and endorsement given it by all segments of the broadcast and broadcast advertising professions during the more than nine years of its life. The last decade has seen the full flowering of broadcasting as an industry. BROADCASTING hopes it has contributed in some way to this development and, as a weekly, pledges itself to continued vigorous support of wholesome operation of broadcasting for maximum service to the public.

Another Boom Year Forecast for Radio

Normal Industry Progress, Defense Stimulus Bring Bright Prospect

BROADCAST advertising prospects for 1941 are bright.

Never before have they been brighter.

And a few of the more cautious are wondering if they ever again will be as bright.

After a record-breaking year, the industry faces the prospect of another excursion into new high business levels—anywhere from 10 to 25% above 1940. The conclusion is based on a nationwide survey conducted by BROADCASTING.

This anticipated increase is fairly steady, for radio's business chart has settled to a consistent climb quite in contrast to the spurts of earlier years. For several years the volume of time sales has been mounting at a regular pace, and 1941 should maintain this rate, judging by prospects at the turn of the year.

But a few smudgy clouds hover on the horizon. They are war clouds, of course. They arise from a war that is stimulating current business which in turn stimulates advertising.

The clouds are sufficiently ominous to catch the wary eye of the business observer. They introduce a big IF into many of the recklessly optimistic predictions of conservative analysts.

On the Books

This IF is causing many timorous advertisers to hold back campaigns now waiting for a go-ahead signal. Yet business actually on the books indicates that all branches of broadcast advertising will start the year well ahead of 1940.

Inspiring the prevalent IF is one fear. It is a fear of priorities—that basic requirement of efficient production by which goods needed first will be produced first. Thus a thriving auto industry, for example, might find itself thoroughly crippled by a mandate from Uncle Sam to turn out needed defense materials. Or it might be unable to obtain parts needed on the auto assembly lines.

Defense stimulus to business in general is creating more jobs. The full impact has not yet been felt, since much of the early activity is devoted to plant construction. More and more jobs will be created; more and more payrolls will be swelled; more and more wage earners will be buying necessities and luxuries whose acquisition has been long deferred; more and more unemployed will be absorbed into industry.

For roundups of radio prospects in Philadelphia, San Francisco, Detroit and Canada areas, see pages 30-31.

Increased Government taxes are causing many concerns to spend money for promotion and market exploitation, since these funds are classified as normal business expense. These firms take the position that improvement of product appearance, development of existing markets and opening of new trading areas for their products are likely to bring improved sales.

The complications of war can bring quick changes in the business complexion. Inability to get luxury items; labor unrest; mounting Federal, State and local taxes; Government drives for funds; threat of an axis victory—all these and many other elements tend to deter the over-optimistic observer.

No Saturation Yet

As usual the industry hears from outside quarters that all good time has been sold and that only undesirable time can be bought. The saturation charge has been hurled at radio for many years, yet the industry's sales continue upward because sponsors want to use its facilities.

A good share of the increase in time sales comes from present advertisers, who are increasing their hookups. Scarcely an instance of sponsor cancellation is found. In fact, many new advertisers are joining the radio ranks. Old advertisers are spending more for time and less for talent.

Stations are learning how to apportion their time more efficiently. One midwestern station, for example, abandoned a long afternoon sports program despite the fact that it was sponsored. In its place it substituted a cooperative program that brings in much more revenue.

The 1940 increase in time sales was spread all over the field, from network to local business. Based on the first 11 months of the year, network sales were up 16.2% over 1939, almost the same gain that occurred the previous year [BROADCASTING, Dec. 15]. Spot also is gaining consistently but at a more rapid rate than network.

Some elements in the industry are inclined to belittle the local effect of defense orders. They take the position that most orders lead to other orders in other cities. Furthermore, most of the orders are placed in major markets.

Empty Shelves!

They will take cognizance of a defense boom only if dealers start to hound factories for more merchandise to fill shelves emptied by frantic spenders.

Army camps are markets for products used by men. Such items as cigarettes and shaving materials are bought by men in uniform.

In the current excitement, a trend has been observed toward placement of national advertising in cities under 50,000. Many national space and time buyers are inclined to pick out the large metropolitan areas for their campaigns. Within recent months they have been found devoting more attention to the smaller sections, though placement of advertising in a large group of small markets involves mechanical problems.

Analyses of radio business prospects in principal markets of the United States and Canada by BROADCASTING staff members and correspondents start on column 4, this page.

KGNC Seeks 50 kw.

A HAVANA Treaty shift, which would give it 50,000 watts on 860 kc., is sought by KGNC, Amarillo, in an application filed with the FCC Dec. 23. Now on 1410 kc. with 1,000 watts night, 2,500 watts day, the station seeks a shift to 860 kc., using a directional antenna for day and night use. The channel is assigned to Ontario, Canada, for use by a Class 1-A station.

SCRIPT CONFERENCE brought this group, representing sponsor, agency, network and talent, backstage following the initial broadcast of the weekly dramatic show, *Point Sublime*, which started Dec. 16, under sponsorship of Union Oil Co., on 14 NBC-Pacific Red stations. They are (l to r) Ed Barker, NBC Hollywood account executive; Robert L. Redd, writer-producer of the series; Robert Phillipi, Union Oil Co. advertising-publicity representative; Arthur Stewart, vice-president of that firm; W. A. Newhoff, manager of Domestic Sales, Union Oil; and William Pringle, Lord & Thomas, Los Angeles, account executive. Seated is Cliff Arquette, star of the program.

NEW YORK

By BRUCE ROBERTSON

NO STARTLINGLY different developments in commercial broadcasting are in view for 1941, according to the more than 50 radio executives of advertising agencies, station representative organizations, networks and stations interviewed late in December by the New York office of BROADCASTING.

While there was a general disinclination to look any farther ahead than the first quarter, for which time and talent commitments are already pretty well set, the consensus was that radio in 1941 will go on much as it has in 1940, showing a steady but not spectacular increase in volume, but with no particular trends with enough force to alter the general picture.

Steady Network Gain

Network radio's progress, as measured by time sales, seems to have developed a normal rising curve instead of the meteoric spurts it took in the early days when it was just being accepted as a primary advertising medium. Time sales for NBC, CBS and MBS combined, for the first 11 months of 1940 were 16.2% over 1939 billings for the same period, an almost exact repetition of the previous year's history, with 1939's network time sales totaling just 15.9% over those for 1938.

Spot radio billings, according to agencies and station representatives, are also approaching a normal curve in their rise from year to year, although still increasing at a more rapid rate than the networks The wide variety of local situations entering into the spot picture makes it more difficult to draw general conclusions, but it seems true that while many major advertisers have used spot radio for years, both as a primary medium and to supplement network campaigns, other advertisers are still "discovering" this type of broadcasting for the first time.

By and large, however, radio's increased revenue, both network and spot, is coming through increased expenditures by present clients rather than from an influx of new advertisers. Furthermore, the growing scarcity of choice network time available has resulted in a tendency for advertisers to add more and more stations to the networks carrying their present programs rather than placing additional programs on smaller network hookups.

Another tendency, almost pronounced enough to be called a trend, is toward expending a larger proportion of the radio dollar for time, with a curtailment of talent costs. Dramatic programs are becoming more numerous, variety shows with expensive guest stars less so. In the spot field, reps report the greatest demand for announcements and then for news periods, with a relatively small interest in regular programs of 15 or 30 minutes.

The national defense program does not appear to have had any appreciable effects on broadcast advertising to date, except that by stimulating business and hence advertising expenditures generally, it has undoubtedly produced increased expenditures for radio time. So far, however, these increases have been distributed rather evenly throughout the nation's markets, with relatively little concentration in cities where factories are now working at top speed on defense orders.

Effect of Defense

As one agency executive expressed it: "Our clients feel that orders for ships or planes or munitions in any particular city produce other orders for shoes and overalls and tools in other cities, so that for the present, at least, their advertising continues to follow the line of distribution and to be concentrated in the nation's major markets. However, we are watching the situation closely and it is probable that when more markets are added these defense payroll cities will be first on the list."

It seemed significant that no agency executive, in discussing the outlook for radio, mentioned the defense program until the interviewer suggested it. Equally significant was the absence of any mention of the music situation which, while undoubtedly a matter of major concern to program directors, has apparently had no effect on the purchase of time by any advertiser. Not a single cancellation due to ASCAP's withdrawal of its music from the air on Dec. 31 was reported.

Specialized Lines

Among the station representatives were a number who cited large increases in billings for stations located in cities where defense orders have been placed and attributed the radio increases directly to the defense expenditures. Agency men, however, pointed out that for the most part these cities are major markets anyway and that the increases might be due to a number of individual causes or simply to general increased expenditures rather than to defense orders.

The only direct confirmation of advertising placed specially in cities where factories are working night and day came from an agency handling a cold remedy, with the explanation that crowded living and working conditions such as are apt to accompany any sudden increase in employment in a community are conducive to the spread of colds and therefore such communities are in more than normal need of cold remedies and make additional advertising worth while.

Advertising for automobiles, watches and similar articles which might now for the first time in years be possible purchases by workers in heavy industries has not yet been increased in war-order cities. "When the dealers in those cities tell the factory that they need more merchandise in a hurry, and when those orders mount up, then the client will decide those territories are worth additional advertising and we'll begin placing business on the stations, but that hasn't happened yet," it was ex-

(*Continued on page 42*)

TROPICAL setting was selected by Hayward Hull, agriculture extension director of WAPI, Birmingham, and Josephine Campbell for their wedding. Hull at one time lived in San Juan, Puerto Rico, where the ceremony was performed. Here David A. Brown (left), program director of WKAQ, San Juan, and John A. Zerbe (right), WKAQ manager, greet the newlyweds just before they boarded a Pan American stratoliner for the return trip to Miami.

CHICAGO

By EDWARD CODEL

WHILE optimism in the Midwest runs high among buyers, sellers and disseminators of radio time, a feeling of caution prevails. It is a feeling perceptible everywhere, an anticipation of "the biggest year in in radio's history providing (and here fingers are crossed) there isn't something on the way to upset the apple-cart."

But since the future can be determined only by the past, and the last six months have shown a sharper percentage rise in radio prosperity than ever before, the Midwest is determined to relegate potential dire happenings to the background and put foreward its best prosperity manner. It may seem somewhat contradictory to say caution is prevalent while the outlook is bathed in rose-colors, but that is the Midwest picture.

The Tax Angle

Possibly the key to the expected 1941 increases in promotional expenditures by sponsors, even more important than the huge amounts of munitions and other defense monies being distributed, is found in corporation income and excess profit taxes. The increased taxation should result in a greater tendency on the part of sponsors to exploit more markets for their products, develop additional products, improve packaging and generally increase advertising appropriations.

But defense money is not to be taken lightly, especially in the Midwest where a goodly share is being distributed. From the Gulf to the Canadian border the potential buying power will be felt. While at present the expenditures are being spent in the main for construction, capacity operation will be in force before the new year is well under way.

Perhaps one of the best specific examples of what is taking place at stations in areas directly profiting by increased production is found at WIND, Gary, Ind. Gross local business has increased 55% during the last six months over the corresponding period of 1939. WIND is among the stations serving the Calumet industrial area comprising Hammond, Whiting, East Chicago, Gary and other Indiana cities, as well as many Illinois communities at the lower tip of Lake Michigan. Steel mills in this territory are working at full capacity. The buying of advertised goods is keeping pace.

Surprisingly few sponsors have asked for "war clauses" in contracts for time. In a thorough survey on this subject, only a few scattered instances could be found. For the most part, when such special concessions were asked, they dealt with talent rather than time sales. This lack of fear on the part of those who foot the bills is an encouraging sign. It is generally conceded that only a drastic world act —an attack on the U. S., the sending of troops abroad for actual participation in the conflict which would mean general conscription, or sudden peace—would throw business plans askew.

If England is successful in Africa, and if Greece is conclusively victorious, it is felt that American business will prosper even more. There is a natural tightening period in progress at present. A good example of this is found in the general delay in getting large national spot and network advertising campaigns under way. Although they are spending, clients seem to wait with bated breath the latest war reports and seem to hedge somewhat in "letting loose with both barrels" although there is definite proof that many large campaigns are set and ready to be released at a given signal. This may in part explain the general air of caution.

Plenty of Time

Estimated increases in local and national spot business in the Midwest for the coming year run from 10 to 25%. With but one exception, agency timebuyers, representatives and station executives kept within

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LOS ANGELES

By DAVID GLICKMAN

CHALKING UP 1940 as one of the greatest years, if not *the* greatest in the history of Pacific Coast radio, Southern California broadcasters, station representatives, agency timebuyers and others in the know, are most optimistic as to prospects for 1941. They look forward to a banner year.

Although loath to estimate how much radio business will be placed during the first quarter from the West Coast, many predict a new peak in spot broadcasting for 1941, maintaining the pace established in the last quarter of 1940. Recognizing the many business hazards, executives nonetheless expect a new all-high in every branch of the broadcast advertising industry, including regional and national spot as well as network and local. There is scarcely a pessimist in the Southern California area.

A Slow Start

Unsettled business in general, due largely to labor troubles and hostilities abroad as well as other factors, got 1940 off to a rather slow start on the West Coast, but summer was comparatively slumpless, and a boom autumn carried through early winter, winding up the year in grand fashion.

With 1940 an election year, practically every station on the West Coast came in for a goodly share of the national political business, helping to swell the total figures. Some stations received additional political revenue from local elections. Others declared that political business did not come up to expectations and the boom would have been a reality even without the election money. Pacific Coast regional networks got more political business than ever before because of the national and state issues, and at a better rate too, bolstering yearly totals.

Many new factors enter the radio advertising picture for the coming year and help explain the optimistic feeling that prevails on the West Coast. The Pacific Coast in general will greatly benefit from the national defense program. A total of 973 million dollars has been allotted to the Pacific Coast for defense measures, thus creating new employment for many thousands of persons.

These industries, concentrated largely in Southern California for the moment, will exert only a secondary influence on broadcast advertising in that area because they are not users of radio for exploitation purposes. The stimulant has increased the buying power of Southern California citizens and hence makes that area an even more important market than previously.

With the marked economic upturn felt throughout the West Coast, national and regional manufacturers and distributors, as well as local retailers, are going to cash in on the prosperity being created by this general accelerated national defense program. They are increasing advertising budgets for concentrated campaigns to attract the new money. Radio is to be in-

(*Continued on page 32*)

Congress Inquiry Threatened In Sale of WMCA to Noble

Flamm Asks FCC to Reconsider and Dismiss But New Owner Goes Ahead With Plans to Operate

DESPITE rumblings of dire developments, including a Congressional investigation, ownership of WMCA, New York, was slated to pass Dec. 31 from Donald Flamm to Edward J. Noble, industrialist and former government official, for the record cash price of $850,000.

With a final FCC approval given the transfer on Dec. 17, the sales contract called for transfer of the property at the year end. Rumors were rampant, however, that Mr. Flamm did not propose to consummate the transaction, and might not turn over title to the station. While formal statements were not forthcoming, Mr. Noble made plans to take over operation as scheduled. Refuting reports that he was buying the station for other individuals, Mr. Noble said Dec. 27 that he was acquiring the station with his own money. "I am not acting for or on behalf of anyone except myself in this transaction," he said.

Asks Reconsideration

Indicating his desire to kill the sale to Mr. Noble, Mr. Flamm asked the FCC Dec. 23 to reconsider its approval and dismiss the transfer application. Repercussions in Congress also were indicated with the receipt by the FCC Dec. 17 of a request from Rep. Wigglesworth (R-Mass.) for information on the transfer.

The Congressman, who is a member of the House Appropriations Committee handling FCC funds, repeatedly has sought detailed information on station transfers, in the past having alleged "trafficking" in licenses. The FCC 1941 appropriation now is before the Committee and hearings on justification of the FCC's funds are scheduled for Jan. 8.

The Flamm petition, filed in his own name Dec. 23 recited that on Dec. 14 the FCC had requested further information on the application and that his counsel had been informed that before any action could be taken, it would be necessary to supply the additional information. On Dec. 17—the date of the Commission's approval—Mr. Flamm said that he had prepared a petition to dismiss the application, in accordance with FCC rules, but that before filing, informal notice of the Commission's favorable action had been received. Specifically, the FCC was asked to reconsider its action and dismiss the application for transfer.

Counsel for Mr. Noble, however, advised the FCC Dec. 27 that the matter had been finally agreed upon by the Commission and that the Flamm petition was "frivolous".

Quick Action

Acting within a fortnight of the filing of the application, the FCC by a 3 to 1 vote approved the sale on the basis of facts contained in the application. Commissioner T. A. M. Craven, it is understood, voted for a hearing. Casting affirmative votes were Acting Chairman Norman S. Case and Commissioners Walker and Payne.

Because the transfer contract contained a proviso regarding payment of 90% of the additional taxes which might accrue after Jan. 1, by Mr. Noble, it is understood, the FCC expedited consideration. Action was taken at the last meeting scheduled for 1940. The next full Commission meeting is scheduled for Jan. 7.

Negotiations for acquisition of the station occurred during latter November between Mr. Flamm, president of Knickerbocker Broadcasting Co.; William Weisman, vice-president and attorney for the station, and William J. Dempsey and William C. Koplovitz, former general counsel and assistant general counsel of the FCC, acting as Mr. Noble's attorneys. The application for transfer was filed with the FCC Dec. 2.

The New Setup

The new WMCA owner, who holds large interests in a number of companies aside from his position as founder and chairman of Life Savers, plans to devote considerable time to WMCA operation, it is reported. It is presumed he will survey the station's operations before announcing new policies and personnel changes. It is understood that Don S. Shaw, executive vice-president and former McCann-Erickson executive, will continue as the station's director.

Donald Flamm and his brother, Sidney Flamm, sales head, as well as Mr. Weisman, are expected to leave the station immediately upon assumption of its direction by Mr. Noble.

At the FCC it was said the $850,000 cash transaction probably is the largest in radio history. There have been a number of stations involving larger amounts, but none on an all-cash basis. Such stations as KNX, Los Angeles; WMAQ, Chicago, and WSB, Atlanta, have been sold for prices of upwards of $1,000,000, on terms. These, however, were clear channel outlets, whereas WMCA is a regional station operating on 570 kc. with 5,000 watts day and 1,000 watts night.

WMCA's location in the country's first market enhances its value considerably, it was pointed out.

Mr. Noble was chairman of the Civil Aeronautics Authority in 1938 and early 1939, when he was named Undersecretary of Commerce. He resigned the latter post last August to return to private business.

Among his interests, aside from Life Savers, are holdings in Sterling Products Inc., one of the largest users of radio time. With far-flung business and financial holdings, Mr. Noble maintains an extensive advisory staff. It is presumed that this staff will undertake an analysis of WMCA operations as a basis for future policies.

Purchaser of WMCA

EDWARD J. NOBLE

Sunkist in 25 Markets

CALIFORNIA FRUIT GROWERS Exchange, Los Angeles, consistent users of radio time, in early January starts a 20-week spot announcement campaign, utilizing stations in 25 major markets. An average of one spot daily is to be used on stations in 19 major markets for Sunkist lemons, starting Jan. 6. For the Sunkist orange campaign, starting Jan. 13, an average of two spots daily will be used on stations in six markets. Firm also sponsors the twice weekly quarter-hour program, *Hedda Hopper's Hollywood*, on 40 CBS stations.

More Mueller Spots

C. F. MUELLER Co., Jersey City (macaroni), on Dec. 30 renewed on the following participating programs: two announcements weekly on the *Marjorie Mills* program heard on seven Yankee Network stations; five announcements weekly on *Home Forum*, KDKA, Pittsburgh; *Women Only*, WHAM, Rochester; *Arthur Godfrey*, WJSV, Washington; *Home Chats*, CKLW, Windsor. Sponsor also started Dec. 26 on WABC, New York, a daily quarter-hour news period, 9-9:15 p. m. Agency is Kenyon & Eckhardt, New York.

Fleischman's on 15

STANDARD BRANDS, New York (Fleischman's Yeast), is starting on Jan. 6 two one-minute transcribed spot announcements twice daily, five days a week on the following 15 stations: KSTP, WOAI, WILG, WHAS, KOIL, WSAA, WSB, WSM, WBT, WCKY, KNBC, KOMA, WMT, KSO, WNAX. Kenyon & Eckhardt, New York, is the agency.

Vel Suds on Five

COLGATE Palmolive-Peet Co., Jersey City (Vel Soapless Suds) starts a campaign of undetermined length Jan. 6, using ten weekly one-minute transcribed announcements on KMBC, Kansas City; KRYR, Bismarck; WDAY, Fargo; WFBM, Indianapolis; WOWO, Fort Wayne. Sherman and Marquette, Chicago, is agency.

OKLAHOMA GROUP, WEAU JOINING NBC

FIVE Oklahoma stations—KADA, Ada; KVSO, Ardmore; KCRC, Enid; KBIX, Muskogee; KGFF, Shawnee—will become affiliates of NBC-Blue Network Jan. 1, according to William S. Hedges, NBC vice-president in charge of stations. The stations will be available to advertisers only as a package, which will be optional to the Blue Southwestern group. The network group rate for the five stations will be $200 per evening hour.

On Christmas day, WEAU, Eau Claire, Wis., joined NBC as a basic supplementary to both the Red and Blue networks, with a network rate of $80 per evening hour. Addition of these six stations brings the total number of NBC affiliates to 227 as of the first of the year. WEAU will operate also as a unit of the Minnesota Radio Network.

Further network changes will take place around the first of the year when joint affiliates of the NBC-Red Florida group—WFLA, Tampa, and WSUN, St. Petersburg—both of which shared time on 620 kc., begin separate fulltime operations. WSUN will remain on 620 kc., joining the NBC-Blue Florida group, while WFLA, assigned to 940 kc., will join the NBC-Red Florida group.

Hayes Given New Post As Manager of WABC

ARTHUR HULL HAYES, sales manager of WABC, New York, CBS key, has been appointed general manager of the station, a newly-created post, it has been announced by Mefford R. Runyon, vice-president of CBS. Mr. Hayes will continue as sales manager, a post he has occupied since 1937. Previously he served as eastern sales manager of Radio Sales, CBS representative organization for its M & O stations.

Mr. Hayes

When Mr. Hayes was made WABC sales manager, the station for the first time started a regular local schedule and offered time to local advertisers. Previously it had had no staff for local programming or sales. WABC now has its own program, sales, sales promotion, publicity and program service departments, as well as an appreciable list of advertisers using the station for New York campaigns.

Omar on 20

OMAR MILLS Inc., Omaha, on Jan. 6 and 15 starts a 21-week schedule of one-minute spot announcement five days a week on 20 stations for Omar Flour. Stations are WDWS, WDAN, WDZ, WCBS, WMBD, WTAD, WGIL, WHBF, WKBB, WROK, WISN, WCLO, WKBH, WEAU, WSAU, WTAQ, WHBL, WAOV, WIND, WCFL. Hays MacFarland & Co., Chicago, handles the account.

DORAINE MUSIC Publishing Co., a non-ASCAP house, reports the acquisition of a Latin-American catalog of 5,000 tunes. Rafael Petiton Guzman, Dominican composer, heads the firm's new Dominican and Latin-American division.

Treaty Nations Plan Early Sessions

Engineering Matters to Be Worked Out at Conference

TO WORK out final phases of the continental reallocation embraced within the Havana Treaty plan, a general engineering conference of the four principal signatories will be held in Washington about mid-January, it was learned officially Dec. 30 at the State Department. Invitations for a series of bi-lateral conferences, issued by the U. S. Government, have been accepted by Mexico, Canada and Cuba, but a single conference rather than a series of sessions now is likely.

With the reallocation slated to become effective March 29, it is thought this deadline can now be met. Clearing up of engineering conflicts, including settlement of a number of vexatious questions regarding the notorious Mexican border stations, will be the primary purpose of the Washington engineering conference. Heretofore, some misgivings had been expressed over meeting the deadline date, and there was talk of a possible postponement.

Border Problem

The Mexican Government suggested a general conference rather than a series of bi-lateral sessions, at which each nation would iron out its allocation conflicts with this country. Both the FCC and the State Department agreed to the suggestion.

The actual date for the conference, which should constitute the final phase of the long drawn out diplomatic conversations governing the treaty, has not been designated. The Department is awaiting word from Canadian and Cuban officials on the suggested mid-January date. Because the Defense Communications Board holds its committee organization meetings during the week of Jan. 6, it is assumed that the allocation conference will not be held until the week of Jan. 13. The sessions are expected to last several days.

The conversations all will be within the framework of the treaty. In other words, no new allocations departing from the treaty provisions can be considered. Clearing up of the border station situation probably will prove the most important phase of the conversations. These stations are definitely slated to pass out of existence under the treaty terms.

However, a gentlemen's agreement regarding certain of the channels had been entered into following ratification of the treaty, and the Mexican list does not indicate precisely when the Class I facilities assigned it for use in the interior of the country will be so shifted. Apparently, certain of these facilities would be taken over by several border stations until such time as provisions is made for their removal to the interior points.

This country is expected to insist that the letter of the treay be adhered to and that the notorious border stations be eliminated as of March 29, assuming that date is met. One of the principal reasons for the agreement, consummated Dec. 13, 1937, was to root out such stations along the Mexican border, operated for the most part by Americans who had been denied facilities in this country.

There are few conflicts in allocations as between the United States and Canada. Cuba, however, originally submitted an allocation list disregarding many of the engineering considerations stipulated in the agreement. Its revised list, however, is expected to accord with th treaty terms.

It is presumed that the delegates from the signatory countries for the most part will be practical alcation engineers. Since questions of treaty policy cannot be involved, the sessions are restricted to purely engineering considerations as specified in the agreement.

Naylor Rogers Is Named Head of WOV, Armstrong to WCOP in Bulova Shift

WITH APPOINTMENT of Naylor Rogers, pioneer West Coast broadcaster, as general manager of WOV, New York, and the naming of A. N. (Bud) Armstrong Jr. as general manager of WCOP, Boston, completion of the top personnel reorganization of key Bulova-owned stations has been accomplished, according to announcement Dec. 30. by Harold A. Lafount, general manager of the Bulova outlets. Ray Linton, program and talent representative, has been named general sales manager of WOV.

Mr. Rogers

Mr. Rogers, for 11 years part owner and director of KNX, Los Angeles, returns to the East after having been identified with the Keystone transcription network venture. He was recently with International Radio Sales, heading its Chicago office. His appointment to WOV is the most important step in a general reorganization of the station, which early this year will begin operations with 10,000 watts and move its offices and studios to new quarters now under construction at 730 Fifth Ace.

Leaves Rep Post

Mr. Armstrong joins WCOP after more than 12 years in radio and newspaper work. He accepted the Boston post after having been with the Katz Agency in Chicago, representing broadcasting stations, newspapers and farm stations. He succeeds Gerard Slattery, who resigned recently because of ill health. He was with WIBW, Topeka, from 1930 to 1934 and afterward with the Capper Publications' Chicago office.

Mr. Linton has closed his program and talent business to take over his new sales duties at WOV. After several years of local and network sales experience in Chicago, Mr. Linton acted as Chicago representative for WMCA, New York, then entering the program and talent field, first in Chicago and more recently in New York.

Miss Hyla Kiczales, manager of WOV for the last few years, will remain with the station, assisting Mr. Rogers in its reorganization. While no details of the new sales and programming plans have been revealed as yet, it is understood that a gradual switchover from Italian programs, in which field WOV has been preeminent in New York, to a more predominently English program schedule is planned.

Stuart Buchanan, who has been appointed program director of the station, entered radio via the Little Theatre route, leaving a directing post with the Pasadena Community Playhouse to join KHJ, Los Angeles, as program director. He was with Mr. Rogers five years at KNX, in charge of news, sports and special events. For the last four years he has been with Walt Disney, joining the organization to direct dialogue for *Snow White* and since then in charge of voice casting for all Disney productions.

WOV's new musical director, John B. Meakin, is another West Coast radio veteran. In 1930 he joined NBC's San Francisco staff as pianist and arranger. He served as assistant to Meredith Willson and later succeeded him as NBC musical director in San Francisco. In 1938 Mr. Meakin became musical director of KSFO, San Francisco.

Mr. Armstrong

Mr. Linton

Four studios, designed and constructed by accoustical engineers of the Johns-Manville Corp. along the irregular-wall plan, are included in the new WOV layout. Studios and offices, which together occupy the complete 12th floor of the building, are air-conditioned throughout. Sound pickup, monitoring and transmission equipment, both in the studios and at the transmitter, are supplied by RCA.

No Lady Is ANN:

IT'S PROBABLY happened before and it will probably happen again, but it's still worth a smile. An advertiser, new to radio, scrutinized the script of his first show on WTMJ, Milwaukee. He nodded approvingly until his eye caught "ANN:" scattered throughout the show. Glancing up at a nervous production man he boomed "Hey, what's the idea of having a woman read all this?".

Coca Cola Discs Wait Music Deal

Coste Claims ASCAP Songs Are Needed for Series

THE SUCESS or failure of ASCAP in getting stations to accept its licenses for the right to perform its music will determine the future of the *Singin' Sam* transcriptions sponsored on more than 200 stations by local Coca-Cola bottlers. Felix W. Coste, vice-president of D'Arcy Adv. Co., agency for Coca-Cola Co. and producer of the recorded programs, has informed the stations now broadcasting the series that "we know of no way to continue this program without some ASCAP music."

Mr. Coste's letter followed one sent out by BMI which explained that the *Singin' Sam* recordings contained some ASCAP music and that stations without ASCAP licenses after Dec. 31 should not accept them for broadcasting after that date. Statnig that this letter that date. Stating that this lettre dersanding and that the agency wants to make its position clear, Mr. Coste continues:

Remains Neutral

"We know of no way for us to continue this program without some ASCAP music. This is particularly true because many of the numbers used by Singin' Sam are "old favorites" which he has been singing for years. So far, we have not been able to routine the programs satisfactorily with non-ASCAP music exclusively.

"We are anxious to be neutral in the music controvery. In fact, we are innocent bystanders. We sincerely hope that the whole controversy will be settled before the first of the year.

"In the programs which we have transcribed for broadcast during most of the month of January, we have included some ASCAP music, some public domain music, some BMI music, and some music from other sources,—being careful to avoid changing the character of the program and the musical formula as we have been following successfully for more than four years."

Three British Agencies Conducting Radio Drives To Help Victims of War

THE THREE British-American war relief agencies—Bundles for Britain, British War Relief Society, and the British-American Ambulance Corps—are conducting separate radio drives for funds.

Headlined by stars of radio and screen, a special Bundles for Britain benefit program was broadcast from Hollywood on the NBC-Blue Jan. 1 at 10-11 p.m., and on Dec. 29 on the *Milkman's Matinee* program on WNEW, a special show was broadcast for the benefit of the same organization. The British War Relief Society is sponsoring a weekly quarter-hour variety program, also on WNEW, New York, time for which was donated by the station.

Simultaneously, the British-American Ambulance Corps, which is currently producing the *Friendship Bridge* program, broadcast thrice-weekly on WMCA, New York, has announced the formation of a Radio Wing of the Corps, which will seek to enlist support of radio talent in the drive to purchase five amphibian airplane ambulances for the RAF.

Status of Anti-ASCAP Laws Now Up to the Supreme Court

Highest Tribunal to Review Florida and Nebraska Statutes Restricting Monopolistic Activities

FINAL adjudication of the right of States to enact anti-monopoly laws directed against purported monopolies such as ASCAP, will be undertaken by the U. S. Supreme Court in reviewing both the Florida and Nebraska anti-ASCAP statutes.

Following its action of Dec. 9 in accepting a review of the Nebraska law [BROADCASTING, Dec. 15], the court at its pre-holiday session Dec. 23 agreed to review the Florida litigation which differs from the Nebraska law under a 1939 revision of the statute. ASCAP has filed a cross-bill in the Florida case.

Florida Ruling

In the more significant Florida case, the three-judge Federal District Court in Gainesville last August held the 1939 revised statute unconstitutional, but only because of its conclusion that the bad provisions were not separable from the good, and therefore the entire statute had to fall. The court in substance held that the monopoly provisions of the State law were valid. It was because of this conclusion that ASCAP has filed a cross-bill in the Supreme Court.

The litigation has a bearing on the current ASCAP controversy because it will chart the future course of States in enacting anti-monopoly laws. The Florida case tentatively is scheduled for argument immediately following the Nebraska case. While the calendar has not yet been made up, it is indicated the arguments will occur in late February or early March, assuming the parties can agree to diminution of the record in the Nebraska case in ample time.

Whereas the Nebraska case, based on a 1937 statute, goes to the question of authorizing public performance of music after the original purchase price had been paid on sheet music, the Florida case is held to be more clear-cut, since it deals directly with the question of monopoly. In the Nebraska case, the Appellate Court held that the State law violated the Federal copyright laws.

The litigation in Florida has been virtually constant since 1938. After the 1937 statute had been thrown out on jurisdictional grounds, a Supreme Court review was sought and while the court upheld the unconstitutionality of the statute, Associate Justice Hugo Black, in a strong minority opinion, held ASCAP to be a price-fixing monopoly with the power of life and death over users of music.

Afterward, the Florida Legislature amended the 1937 statute, removing those provisions held unconstitutional. It was in this case that the three-judge court concluded that while the monopoly provisions were valid, they were not separable from the bad provisions. This opinion was regarded as one in which ASCAP came out second best.

Invalid Sections

The sections held invalid by the circuit court were those which sought to prohibit a combination of two or more owners of copyrights for the purpose of blanket licensing at blanket fees, unless the user was given an option to pay on per-piece prices, and a second which would have compelled payment under blanket licenses similar to the so-called newspaper contract, with no payment on programs not using ASCAP music.

Among the other provisions of the statute which the court sustained were requirements that ASCAP file with the Controller of the State a list showing title, copyright number, composer, author and publisher and other essential information in connection with each composition; payment of a two-cent filing fee for each number; exhibit to prospective licensees, upon demand, a copy of all lists filed; payment on collection of compensation or license fees on numbers not filed; payment of a 3% privilege tax.

Since the incumbent Attorney General, George Couper Gibbs, relinquishes his post Jan. 1, some speculation exists as to who will represent the State in the argument before the Supreme Court. Attorney General Gibbs brought the litigation to the highest tribunal. Associate counsel have been Lucien Boggs, of Jacksonville, and Andrew W. Bennett, NAB and NIB special copyright counsel, who has served as counsel to the Florida Attorney General since the initiation of the litigation.

WHEN DETROIT'S Old Newsboys went far beyond the goal of $165,000 to see that no child was forgotten at Christmas, Norman White, WJR production chief, was at the same corner where he has hawked papers for 15 years. This year White was president of the organization, which is the granddaddie of all similar movements in this country. He has been in radio for almost 19 years with WJR and its predecessor, WCX.

ASCAP Expected to Appeal Decision Adjudging It to Be an Illegal Monopoly

BRANDING ASCAP an illegal combination in restraint of trade, a three-judge court in Tacoma, Wash. Dec. 24 handed to the music combine its worst judicial defeat in its history.

Denying ASCAP an injunction against the Washington State anti-monopoly law, the court concluded that ASCAP did not have "clean hands" and therefore was not entitled to equity relief. The decision tied into the charges made by the Department of Justice against ASCAP in the long-pending Sherman Anti-Trust Act suit pending before the Federal courts in New York State and on which consent decree conversations have been in progress for several weeks.

Appeal Foreseen

"There can be little question that the Society has the power to fix prices for the right to publicly perform compositions for profit," the court declared. "Likewise, it has restricted substantially all competition in the sale of such rights, because it has all such rights. Since the interstate commerce feature is conceded to be present, the Society clearly violates the Act in question, unless the right to publicly perform for profit is not embraced within the Act."

Likelihood that this case also will go before the Supreme Court, on appeal by ASCAP, was seen. Two other cases—involving State laws enacted in Florida and Nebraska—already are before the highest tribunal on appeal and will be argued in early February or early March.

The Washington State opinion was based on the 1937 statute, first of a series of state anti-monopoly laws enacted to combat the ASCAP onslaught. Prior to the court's opinion, a special master had held that the Federal court could take jurisdiction in the case, since it involved more than the $3,000 statutory minimum. Afterward, however, the Attorney General of the State had petitioned the court to enjoin the enforcement of the anti-monopoly law through a consent decree. This action was opposed by Alfred J. Schweppe, professor of law at the U of Washington and special counsel for NAB in the Washington-Montana litigation. Mr. Schweppe expressed surprise over the consent decree move, since he had not been invited to any of the conferences between State attorneys and ASCAP [BROADCASTING, Oct. 1].

The court opinion was rendered by Circuit Judge Bert Haney, of San Francisco; District Judge Lloyd L. Black, of Seattle and Tacoma, and District Judge John C. Bowen, of Seattle.

Gene Buck, president of ASCAP, indicated a Supreme Court review of the Washington decision would be sought. He said that it was the first time in 36 years that ASCAP has lost a case in Federal court, to his knowledge, and that the issues were different than those in other pending litigation involving State anti-ASCAP laws.

Calling Washington State the "worst offender" against the copyright laws, Mr. Buck said no user of music in that State has paid anything in royalties to ASCAP in four years.

"Clean Hands"

The Washington State opinion culminated litigation which began in 1937. It was the first of the series of State anti-monopoly laws designed to prevent holders of copyrights from pooling their interests to fix prices and issue blanket licenses. It called for registration and per-piece formula—the principle espoused by broadcasters for a decade.

ASCAP initially appealed on the grounds of unconstitutionality. In the first test, the presiding judge held that the statuory minimum of $3,000 was not involved and that the Federal court therefore could not hear the case. When ASCAP appealed to the Supreme Court, that tribunal held that the lower court had erred in not taking testimony from ASCAP, and ordered a hearing on the merits. Subsequently, Archie Blair, special master for the district court, ruled that the statutory amount was involved and the case went to the three-judge court.

The three-judge court pointed out that ASCAP contended the Washington State statute is unconstitutional, but that before passing on that question, it was necessary to determine whether ASCAP may invoke the aid of a court of equity. "If a party has been engaged in illegal business and has been cheated, equity cannot help him," the court said.

"In other words, before the plaintiff may invoke the aid of a court of equity, he must come into court with clean hands. If the Society exists in violation of the Sherman Anti-Trust Act, it and members composing it are not entitled to a decree for its benefit."

Then the court held there could be little question that the Society has the power to fix prices. Defining the scope of the Sherman Anti-Trust Act, the court explained the law says nothing specifically about rights or commodities. The statute is aimed at "restraints of trade or commerce" and not at the subject of trade or commerce, the opinion continued. "But rights may be and often are the subject of trade or commerce; and the Sherman Law limits restraints of trade in 'rights' as well as commodities.

"The restraint here is the power acquired by the assignments of the Society's members, to deal in a right acquired by copyright, and thus we have a contract or combination in restraint of trade."

ASCAP Coast Publicist

MORTON THOMPSON, *Hollywood Citizen-News* columnist, has been assigned to publicize ASCAP on the Pacific Coast. It is understood he will quit columning and devote his full time publicizing ASCAP's side of the music controversy. Broadcast Music Inc., recently engaged Rudolph Block & Associates, Hollywood, to handle its public relations work on the West Coast.

Radio Highlights and Headlines: 1940

Major Events of Year as Chronicled in BROADCASTING

(See issues of BROADCASTING nearest 1st and 15th of month of each date given for full details.)

Jan. 5—FM Broadcasters Inc. formed under leadership of John Shepard 3d to promote commercialization of frequency modulation transmission.

Jan. 11—Mutual Broadcasting System announces expansion of its network base with reorganization of corporate structure. Aligns 118 stations and enlarges board of directors.

Jan. 16—American Federation of Musicians places broadcast contracts on new basis by abandoning 1937 national settlement plan and agreeing to permit its locals to negotiate individual contracts with stations in their communities. Action averts national strike.

Jan. 29—U. S. Supreme Court gives FCC freer hand in dealing with applications for new stations by eliminating all questions of priority in deciding so-called Pottsville case.

Feb. 1—Gross time sales of broadcasting industry during 1939 reach an all-time record of $171,113,813, an increase of 14% over 1938 [See 1940 BROADCASTING *Yearbook*].

Feb. 8—FCC starts new program "crackdown" era by referring *Pot O' Gold* and other programs to Department of Justice for action under anti-lottery laws. Department later drops cases as unprosecutable.

Feb. 15—Fight between ASCAP and broadcasters waxes hot as Broadcast Music Inc. begins drive to build independent music source with $1,250,000 war chest. Gene Buck, ASCAP president, is arrested in Phoenix as fugitive from justice at request of Montana authorities. Case afterward dropped.

Feb. 16—Bill designed to redefine views of Congress against encroachment upon broadcasting by an "autocratic" FCC introduced by Rep. J. Wm. Ditter (R-Pa.).

Feb. 28—FCC approves limited commercial television as of Sept. 1. Subsequently rescinds action and launches attack on RCA that has reverberations in Congress and in White House.

March 12—Creation of annual public service awards for radio announced by School of Journalism, University of Georgia, through George Foster Peabody Foundation. First awards to be made to small, medium and large stations and networks in 1941 for outstanding public service during 1940.

March 21—ASCAP announces proposed new contract for broadcast stations and networks, boosting estimated royalties from $4,500,000 to $9,000,000.

March 25—Supreme Court gives FCC power to license new broadcast stations without regard for economic injury to existing stations in deciding so-called Sanders case. Holds Commission is given no supervisory control of programs, business management or policy of stations.

March 29—Havana Treaty is ratified finally by Mexico, making its terms fully effective in a year.

April 24—Westinghouse announces formal termination of management contracts held by NBC for KDKA, Pittsburgh; KYW, Philadelphia; WBZ, Boston; WBZA, Springfield, effective July 1.

May 10—Department of Justice institutes new criminal action against ASCAP for purported violation of anti-trust laws, reopening five-year-old case pending in Federal District Court in New York.

May 20—FCC gives FM green light by authorizing full commercial operation beginning Jan. 1, 1941.

May 27—FCC by unanimous vote relegates television back to experimental existence, scrapping rules announced in February which would have permitted "limited commercial operation".

June 7—Lenox R. Lohr resigns as NBC president to become president of Chicago Museum of Science and Industry, after 3½ year tenure. Edgar Kobak, former NBC vice-president and former Lord & Thomas executive, returns to NBC as vice-president in charge of Blue Network.

June 12—FCC Network Monopoly Committee releases sensational report proposing licensing of networks and what industry generally opposed as confiscatory control of contractual relations between networks and affiliates, proposing non-exclusive network contracts and banning of option time arrangements.

June 12—Senate Interstate Commerce Committee begins hearings on nomination of Thad H. Brown for new seven-year term on FCC. With Senator Tobey (R-N.H.) leading onslaught, investigation goes deeply into FCC, RCA, NBC and CBS. Brown nomination finally shelved.

June 18—FCC issues revised rules governing television services, supplementing those originally issued Feb. 28.

June 19—Republican National Committee adopts free radio plank in its 1940 Presidential campaign platform, marking the first time in the history of national political conventions that such action had been adopted.

June 20—John Shepard 3d, president of FM Broadcasters Inc., launches seperate plan for formation of world's first FM network, designed to cover 40 major markets. Exploratory studies authorized.

June 22—FCC issues text of rules governing FM broadcast stations, authorizing commercial operation.

July 10—Democratic National Convention adopts free radio plank, paralleling action of Republican Committee.

July 12—Niles Trammell elevated to presidency of NBC after two years as executive vice-president and after having served as manager and vice-president of central division in Chicago since 1928.

July 23—FCC official analysis of financial data for 1939 shows net time sales for industry of $130,000,000, or 11% more than preceding year.

July 25—U. S. Circuit Court of Appeals upholds right of stations to broadcast phonograph records without payment of license fees.

Aug. 2—Frank E. Mullen named vice-president and general manager of NBC, resigning as vice-president of RCA in charge of advertising and publicity.

Aug. 3—"Broadcasting Day" observed for first time coincident with NAB San Francisco convention with dedication of plaque to "free American radio" at both New York and San Francisco World's Fairs.

Aug. 5—Broadcast Music Inc. established as permanent organization to supply radio's music needs at NAB Convention in San Francisco.

Aug. 29—Color television development by Dr. Peter C. Goldmark announced by CBS.

Aug. 30—Plant investment in broadcast stations for 1939 placed at $64,425,000 by FCC in analysis of year's industry statistics.

Sept. 10—Reallocation of assignments of 777 U. S. stations, in accordance with Havana Treaty, announced by FCC, to become effective March 29, 1941.

Sept. 12—American Federation of Musicians agrees with National Independent Broadcasters to permit independent stations to negotiate on musicians' employment contracts with their union locals, rather than on national basis.

Sept. 12—Average weekly wage of $45.96 for 19,873 fulltime employes in broadcasting disclosed in FCC survey, pegging broadcasting as best paying industry.

Sept. 24—Defense Communications Board created by President Roosevelt to plan relationship of communications in national defense. Board members are James Lawrence Fly, chairman, FCC; Rear Admiral Lee Noyes, Navy; Maj. Gen. Joseph O. Mauborgne, Army; Assistant Secretary of the Treasury Herbert E. Gaston, Coast Guard; Assistant Secretary of State Breckinridge Long.

Oct. 9—Sidney N. Strotz, vice-president in charge of NBC Central Division, Chicago, transferred to New York as vice-president in charge of programs. John F. Royal, former program vice-president, assigned to new activities and developments, and Harry C. Kopf, Chicago sales manager, named Central Division manager.

Oct. 15—BROADCASTING announces plan to begin weekly publication as of Jan. 13, 1941, after more than nine years as semi-monthly trade journal of the broadcasting industry.

Nov. 5—Radio establishes new high in presidential election coverage, turning over practically all of its facilities for reporting results of Roosevelt-Willkie balloting, as well as Congressional and State elections.

Nov. 15—Upwards of $2,250,000 reported spent by major political parties for purchase of radio time during presidential campaign.

Nov. 26—Radio observes its 20th anniversary at birthday party in Washington, attended by 600 broadcasters, government officials and public figures.

Nov. 28—Suggested regulations to apply to network-affiliated station relations released by FCC on eve of final arguments on FCC Committee Network Monopoly Report. NBC, CBS and Independent Radio Network Affiliates oppose proposed regulations as confiscatory, while MBS supported them in principle.

Dec. 6—Threat to break down clear channels seen in split vote action of FCC in KOA-WHDH case.

Dec. 16—Supreme Court in effect upholds right of broadcast stations to perform phonograph records without paying royalties to manufacturers or recording artists, by virtue of refusal to review decision of lower court in RCA-Whiteman test case.

Dec. 17—FCC approves sale of WMCA, New York, by Donald Flamm to Edward J. Noble, industrialist and Life Saver Corp. head, for $850,000 cash.

Dec. 23—Formation of Latin-American network of CBS, to begin Sept. 1, 1941 with 39 standard and 25 shortwave stations, announced by William S. Paley, CBS president, upon return from a seven-week air tour of Latin America.

Dec. 26—Attorney General Jackson announces new criminal anti-trust litigation against ASCAP, BMI, NBC and CBS, growing out of music controversy.

WDSU Outlines Strikers' Activity

Operator and Family Said to Have Received Threats

FORCED off the air Dec. 18 for a few early morning hours by strike activities at its transmitter, WDSU, New Orleans, returned immediately under regular operation, subsequently functioning "smoothly and normally", according to P. K. Ewing, general manager of the station. Describing the station's side of the situation in a telegram to BROADCASTING, Mr. Ewing stated that one WDSU operator who was off duty had called early in the morning at the transmitter house in Gretna, La., accompanied by five strangers, and "forced operator on duty with threats to take his FCC license off wall and get out."

Tells of 'Threats'

According to Mr. Ewing, this operator returned to his post later in the day, although his mother subsequently "received four death threats if they didn't pull him and others off". Only two operators on the WDSU engineering staff quit, Mr. Ewing commented, and these were quickly replaced.

Commenting on the situation in his telegram, Mr. Ewing said:

"Entire affair suprise in radio circles here and considered bad move, especially at present time and also in view of fact that union could only pull two men, one of whom says he sent in resignation to union some months ago. Working conditions, hours, vacations with pay and sick leave have all been given all our electrical employes and steady increases in pay have been constant since these two men took their first radio job with us. Our minimum scale higher than other cities this section, but union wanted it higher, and last Oct. 8 we offered them contract with existing scale for beginners. All other phases mutually satisfactory, but they apparently determined to have higher scale New Orleans than other cities this section of U. S. A. despite fact that records show New Orleans living costs to be among lowest in country."

WOV Pickets Withdraw

AMERICAN Communications Assn., a CIO affiliate, has withdrawn its picket line from WOV, New York, where engineers and announcers have been on strike. While permitting its members at the station to return to work if they desire, the union is still pressing charges against the station management before the National Labor Relations Board and is continuing its nationwide boycott of Bulova watches. Station officials say they have taken back a number of the strikers but will not take back engineers on duty the day of the walkout. The management charges the latter with sabotage. The New York regional office of the NLRB says that the unions charges are still before it for action.

A SERIES of transcribed spot announcements were cut by the WHN, New York, Transcription Service for Mona Manet Beauty Salon, New York. Maurice Barrett of the WHN production department produced the series.

Bulova's Record Budget

THE forthcoming advertising appropriation of the Bulova Watch Co., New York, will be the largest in the company's history, according to a statement by John H. Ballard, Bulova president. Adding that Bulova spent more for spot radio in 1940 than any company of any industry, Mr. Ballard reported that Bulova sales during 1940 reached an all-time high and that even larger gains were expected in 1941. Bulova time signals are now on 203 stations, and the 1941 advertising budget is expected to reach $2,000,000, the bulk of which is spent for radio. Biow Co., New York, is the Bulova agency.

Soap Firm Adds

LOS ANGELES SOAP Co., Los Angeles (White King and Sierra Pine Soaps), a heavy user of radio, currently sponsoring the five-weekly quarter-hour program, *News by Knox Manning*, on 8 CBS West Coast stations (KNX KARM KSFO KOY KTUC KLZ KROY KVOR), Monday through Friday, 2:30-2:45 p.m. (PST), on Jan. 6 renews for 52 weeks. Firm on that date also starts for 52 weeks, sponsoring *White King News* on 31 Pacific Coast Don Lee network stations, Monday through Friday, 7-7:15 a.m. (PST). In addition, from three to five spot annuoncements weekly will be continued on 19 stations, KOB KGNC KGHL KIDO KGIR KPFA KRBM KDFN WFAA KTSM KFBB KPRC KGEZ KGVO KTSA KRGV KFAB KOIL KHQ, for those products, with quarter-hour news periods five times a week on KQW KGB KOY for Scotch soap. Agency is Raymond R. Morgan Co., Hollywood.

Swan Soap Campaign

YOUNG & RUBICAM, New York, is buying announcements on some 75 stations throughout the East for "Lipton's Tea and other Lever Brothers products", contracts calling for a varying schedule but averaging about three announcements daily for 52 weeks. Although the agency refuses to discuss the matter, it is generally believed that when the commercial copy is sent out for broadcasting, beginning Jan. 6, the advertised product will be Swan Soap, company's newest product, which is reported to be entering into competition with Procter & Gamble Co.'s Ivory. It is understood the new soap will be introduced with an extensive spot campaign, to be expanded coincidentally with the distribution of the product, but with no plans for a network program until full national distribution has been achieved.

Carnation Discs

CARNATION Co., Milwaukee, on Jan. 1 will start a quarter-hour transcription series featuring Arthur Godfrey on 12 stations, three mornings a week. Stations are WOR WGN WBZ WBT WIS WFBC WTAR WMBG KGW KPO WWJ WBAL. Godfrey's MBS program ended Dec. 30. Adams & Adams is talent agency for Godfrey, with Erwin, Wasey & Co. placing the account.

CITIES SERVICE Co., New York, on Dec. 31 celebrated the beginning of the 15th year on the air of its NBC-Red *Cities Service Concert*, the oldest network commercial on the air.

UPON relinquishing its NBC-Blue sustaining schedule to join the Red network, WIS, Columbia, S. C., in mid-December sent 10 red-headed girls like this comely miss to local downtown corners to distribute 750 red carnations announcing the switch. The girls wore white dresses and red capes, along with a red sash and white ribbon emblazoned with "WIS — NBC Red Network—The Network Most People Listen to Most—Columbia, 5,000 watts, 560 kc." The day preceding the switch, Dec. 14, was designated as "Red Letter Day in Columbia" by the station.

Kastor Extensions

H. W. KASTOR & SONS Adv. Co., Chicago, has placed increased schedules for three of its accounts as follows: White Labs. Inc., Newark (Chooz), on Dec. 30 renewed its varying schedule of one-minute transcribed and life announcements on approximately 25 West Coast stations; Pierce's Medicine, Buffalo, on Jan. 6 started a new schedule of six-weekly one-minute transcribed announcements for Golden Medical Discovery on an expanded list of stations; F. Ad. Richter, Brooklyn (Anchor Pain-Expeller), currently sponsoring a varying schedule of one-minute transcribed announcements, on Jan. 6 increases its list of stations 50%.

Oh Henry Expands

WILLIAMSON CANDY Co., Chicago (Oh Henry), early in January will increase its list of NBC-Blue stations carrying the weekly half-hour dramatic show *Famous Jury Trials*, Mondays, 6-6:30 p.m. (CST). In addition, the firm will place transcriptions of *Famous Jury Trials* on a number of Midwest stations. Aubrey, Moore & Wallace, Chicago, handles the account.

Caldwell Renews on 100

DR. W. B. CALDWELL Inc., Monticello, Ill. (Syrup Pepsin), on Jan. 6 renews its varying schedule of one-minute transcribed announcements on approximately 100 stations throughout the country. Sherman & Marquette, Chicago, placed the business.

Keystone Starts New Discs Chain

Hollywood Firm Reorganized Claims Four Hours Daily

AFTER MANY vicissitudes, which included several reorganizations and revisions of plans for the "wax network", Keystone Broadcasting System, Hollywood, started functioning in mid-December with more than 80 stations in the local category reported as using its services. Keystone is said to be furnishing stations with four hours daily of sustaining tax-free transcribed and recorded music as well as complete musical script shows, supplied by Davis & Schwegler, Los Angeles transcription producers, who also recently went through reorganization [BROADCASTING, Dec. 1]. The transcription network in turn, under the setup, is to receive preferred station time at greatly reduced rates for its proposed sponsored shows.

Although new ownership of Keystone is presently cloaked in secrecy, with a Hollywood spokesman stating that the firm has been refinanced by a group of West Coast financiers, letters have gone out under signature of M. McKinley Sillerman, well known as a field representative of the Society of European Stage, Authors & Composers Inc. It is reliably reported that he and Sidney Wolf, Chicago attorney, are sole owners, having taken over Keystone from Davis & Schwegler, original organizers, shortly after Kenneth Davis and Paul Schwegler withdrew.

Mr. Sillerman, interviewed by BROADCASTING, refused to confirm ownership reports. He stated that along with other vital news, officers of the transcription network would be announced in mid-January. Elaborating on his remarks, he said that the new owners have bought title of the firm name, taking over all existing station contracts. He further said that Keystone is issuing 84 shows per week, to fill 28 hours weekly or four shows daily on member stations.

In the reorganization, all employes who helped form Keystone Broadcasting System, were dismissed, with the exception of Richard Weed who continues as station relations manager. Temporary headquarters of the wax network are located at 8442 Hollywood Blvd., Hollywood.

Baltimore's New Local

LOCATED at 7 E. Lexington St., in downtown Baltimore, the new WITH, authorized for construction last Oct. 29 by the FCC, will begin operating early in February, according to Tom Tinsley Jr., president. The station will use 250 watts on 1200 kc. It is Western Electric equipped throughout, with a 214-foot Blaw-Knox tower. Mr. Tinsley, whose mother owns the stock in Maryland Broadcasting Co., licensee, will manage the station. Harold Kaye, formerly in Baltimore agency radio work, has been named program director, and James B. Duff, formerly of WCBM, Baltimore, is chief engineer.

HOWARD BARLOW, conductor of the CBS Symphony orchestra, has been engaged for a second season as director of the Baltimore Symphony Orchestra. Mr. Barlow will continue in his capacity as CBS director.

Industrial Advertisers Are Found Slight Users Of Broadcast Facilities

INDUSTRIAL advertising funds are allotted to radio in small amounts, according to a questionnaire survey by the National Industrial Advertisers Assn., Chicago. The survey reveals that nine companies reporting radio expenditures spent 9.79% of their advertising dollar on broadcasting in 1940, as compared to 23% in magazines, 6.69% in other media and the remainder on other types of promotion. Largest single item is the 31.6% spent in technical and industrial publications.

A breakdown of the composite advertising budget, the NIAA finds, shows one firm with a sales volume between $200,000 and $500,000 spending half of its budget on radio; one firm between $500,000 and $1,000,000 spending 12.22% on radio; one firm between 5 and 10 million dollars, 1% on radio; six firms over 10 million, 4.15%. These nine firms are responsible for the 9.79% average expenditure on radio.

The study is prepared annually, says the NIAA, to aid advertising managers and other executives in preparing budgets. It is based on reports from 345 industrial concerns, of which nine filled out the radio question. Copies are obtainable at the NIAA offices, 100 E. Ohio St., Chicago, at $2, with discount for quantity lots.

Networks Making Plans For Inaugural Coverage

PRELIMINARY plans for comprehensive radio coverage of the Jan. 20 inaugural of President Roosevelt in Washington are being formulated by all three networks. A full complement of network observers and commentators will be on the air during the ceremonies, including Elmer Davis, Bob Trout and Albert Warner for CBS; Baukhage, Earl Godwin and Carleton Smith for NBC; Fulton Lewis Jr., Dave Driscoll, and Walter Compton for MBS.

Remote pickup points will be established along the path of the parade, up Pennsylvania Ave. from the inaugural stands directly in front of the Capitol to the White House. MBS broadcast will be heard in Canada through the CBC, and will be shortwaved abroad through WRUL, Boston, while CBS and NBC also will shortwave their broadcasts.

Quiz Kids in Movies

THE *Quiz Kids*, currently sponsored by Miles Laboratories, Elkhart, Ind. (Alka-Seltzer), on 46 NBC-Blue stations, Wednesday, 8-8:30 p.m. (EST), on Dec. 21 was signed for one year by Paramount Pictures to make a series of short subjects. The first short subject, which goes into production the early part of January, will feature Joe Kelly, m.c., Gerard Darrow, Cynthia Cline and Van Dyke Tiers. This is a feature of Louis G. Cowan Co., Chicago. The radio series is handled by Wade Adv. Agency, same city.

PHILIP MORRIS & Co., New York (cigarettes) will sponsor the 10-10:30 p.m. portion of the *National Barn Dance* Saturday nights on WLS, Chicago. Agency is Biow Co., N. Y.

Jack Benny Leads Annual Talent Poll; Swing Is Ranked as Top Commentator

JACK BENNY and his *Jello-O* program ranked first among programs and talent in the annual poll of radio editors and writers conducted by the trade journal, *Motion Picture Daily*. Lucky Strike's *Information Please* topped the quiz programs; Don Wilson, the announcers; *Lux Radio Theatre*, the dramatic shows.

Kate Smith and Bing Crosby were voted the most popular male and female vocalists. Raymond Gram Swing followed by Lowell Thomas captured the honors for commentators. The results of the poll follow:

Champion of Champions—Jack Benny; Bob Hope; Bing Crosby; Edgar Bergen (Charlie McCarthy); Fred Allen, Helen Hayes, tied.

Season's Outstanding New Star—Dinah Shore; Yvette; Helen Hayes; Carol Bruce, Wendell L. Willkie, tied.

Comedians—Bob Hope: Jack Benny; Fred Allen; Edgar Bergen (Charlie McCarthy); Eddie Anderson (Rochester).

Comediennes — Fannie Brice (Baby Snooks); Gracie Allen; Mary Livingstone; Marion Jordan (Molly McGee); Jane Ace, Portland Hoffa, tied.

Comedy Teams—Fibber McGee & Molly; Burns & Allen; Brenda & Cobina; Abbott & Costello; Amos 'n' Andy, Benny & Livingstone, tied.

Comedy Series—Aldrich Family; Jack Benny; Bob Hope; Easy Aces, Fred Allen Texaco Star Theater, tied.

Male Vocalists (popular)—Bing Crosby; Kenny Baker; Lanny Ross; Frank Parker, Frank Munn.

Male Vocalists (classical) — Richard Crooks; James Melton; John Charles Thomas; Nelson Eddy, Lawrence Tibbett, tied.

Female Vocalists (classical)—Margaret Speaks; Lily Pons; Lucille Manners, Jessica Dragonette, tied; Grace Moore.

Film Players on Air—Edward G. Robinson; Don Ameche; Basil Rathbone; Bing Crosby; Bette Davis, Helen Hayes, tied.

Dramatic Shows—Lux Radio Theater: Helen Hayes Theater; Arch Oboler's Everyman's Theater; First Nighter; Columbia Workshop.

Dramatic Series—One Man's Family; Big Town; Aldrich Family; Calvacade of America, Second Husband, Those We Love, tied.

Daytime Serials—Vic & Sade; Big Sister; Goldbergs, Mary Marlin, tied; Bachelor's Children, Life Can Be Beautiful, O'Neills, tied.

Dance Orchestras (popular)—Guy Lombardo; Wayne King, Fred Waring, tied; Kay Kyser; Tommy Dorsey, Glenn Miller, tied.

Dance Orchestras (swing)—Glenn Miller; Tommy Dorsey; Benny Goodman; Artie Shaw; Jimmy Lunceford.

Musical Programs (popular)—College of Musical Knowledge; Fred Waring, Kraft Music Hall, Your Hit Parade, tied; Musical Americana.

Quiz Programs—Information Please; Dr. I. Q.; Take It or Leave It; College of Musical Knowledge; Prof. Quiz, Quiz Kids, tied.

Announcers—Don Wilson; Harry von Zell; Milton Cross; Ken Carpenter; Bob Trout.

Commentators—Raymond Gram Swing; Lowell Thomas; H. V. Kaltenborn; Elmer Davis; Gabriel Heatter, Wythe Williams, tied.

Sports Announcers—Bill Stern; Ted Husing; Red Barber; Stan Lomax, Bob Trout, tied.

Orchestras (classical)—N. Y. Philharmonic; NBC Symphony; Frank Black's Cities Service; Ford Sunday Evening; Andre Kostelanetz, Paige's Musical Americana, Wallenstein's Firestone, tied.

Musical Programs (classical)—Ford Sunday Evening Hour; N. Y. Philharmonic Symphony; NBC Symphony, Voice of Firestone, tied; Cities Service, Metropolitan Opera, Telephone Hour, tied.

Children's Programs — Singing Lady (Ireene Wicker); Coast-to-Coast on a Bus (Milton Cross), Let's Pretend (Nila Mack), Quiz Kids, tied; Tom Mix's Straight Shooters.

Educational Programs—American School of the Air (CBS); University of Chicago Roundtable; Information Please; American Forum of the Air; American Town Meeting of the Air, tied.

Special Events—CBS: European Roundup; CBS, MBS, NBC: Conventions and Election Returns; NBC: Graf Spee Scuttling; NBC: War Coverage; NBC: Refugee Children Telephone Talks; CBS, MBS, NBC: War Coverage; NBC: Draft Drawings.

Likes Them Short

WHEN a sponsor requests shorter commercials, it's newsworthy. Immediately after a recent broadcast of *Where Are You From?* on WOR, Newark, the sponsor, Rex Cole, General Electric distributor in New York, who had been watching the show from the control room, rushed over to the production group. "Best program yet," he congratulated. "But those commercials—they're *too long!*" At least a dozen amazed radio people heard the statement, according to Jerry Danzig, WOR's publicity director, who is holding them as witnesses.

USING this wheelbarrow as a receptacle for donations, Vic Rugh, of KFBI, Wichita, Kan., during the week before Christmas collected food and cash enough to provide Christmas dinners for nearly 100 needy families. Grunting a little under the load, he here hauls away one day's take from the corner of Broadway and Douglas, Wichita's busiest intersection, where Rugh each day conducts his man-on-the-street program. In adition to his sidewalk interviews, where he filled his wheelbarrow every day, he also conducted a twice-daily *Goodfellow Auction* on KFBI, on which he sold everything from eggs to auto tires, donated by merchants and listeners.

Beech-Nut Gum Sponsors

BEECH-NUT PACKING Co., Canajoharie, N. Y., on Dec. 31 started 52-week sponsorship of 1½ hours nightly of the WNEW, New York, *Dance Parade*, a program of popular recorded music, from 10:30 p.m. to 12 midnight, Mondays through Saturdays. Under the new sponsorship for Beech-Nut gum, the customary format of the program of straight recordings has been revised to include AP bulletins broadcast at intervals during the program. Recorded selections of name bands will be played for a half-hour at a time, with three members of the WNEW staff handling the broadcasts. Newell-Emmett Co., New York, is the agency.

NBC Adding Four To Foreign Staff

Bate and Jordan Will Return For Rest and Consultation

ADDITION of four correspondents to NBC's foreign staff and the transfer of two others in a general realignment of the network's setup abroad, were announced Dec. 26 by A. A. Schechter, director of NBC's news and special events division.

At the same time it was announced that Fred Bate, head of the London bureau, and Max Jordan, chief of the Continental staff, will return home for rest and consultation with the home office as soon as transportation can be arranged. William C. Kirker, of NBC's Berlin office, will accompany them to New York for a vacation, following which he will be assigned to a new post abroad, the location still to be determined.

Mr. Bate was wounded during a German air raid on London Dec. 8 and was hospitalized, which necessitated cancellation of passage for himself and Mr. Jordan, which had been arranged for December.

Others Transferred

Charles Lanius, Rome correspondent of NBC since May, 1940, will be transferred to Berlin in charge of the office there. Theodore Knauth continues in Berlin as assistant. Mr. Lanius went abroad as a member of the Paris edition of the *Chicago Tribune* and for five years was a staff member of the *London Daily Express*. The Rome post will be filled by David Anderson, who has been the NBC broadcaster in Stockholm.

Miss Jo Denman, like Mr. Anderson a native Californian, is joining NBC as the new Stockholm correspondent. Another new member of the foreign staff is Grant Parr, American newspaperman, who will represent the network in Cairo. Richard Tennelly, who has lived in the Far East since 1937 and has been connected with the *Japan Advertiser*, is joining NBC as Tokio correspondent. In Shanghai, Edward H. Mackay, graduate of Massachusetts Institute of Technology and a writer of wide experience, takes over duties formerly handled by Joan Livingston, who is returning home.

Other NBC foreign representatives are: Paul Archinard, Vichy; Martin Agronsky, Ankara; Edmund Stevens, Athens; Helen Hiett, Madrid; Lovett Edwards, Belgrade; Ronald Gosling, Budapest; Sven Carstensen, Copenhagen; Philip R. MacKenzie, Lisbon; Frank Stevens, Bucharest; Herman Habicht, Moscow. Dennis Johnson, noted writer, handles NBC duties in Dublin.

Borden Cancels

DUE to a change in its national advertising policy, which provides for advertising coordination of all its dairy products, Borden Co., San Francisco (dairy products) on Jan. 1 cancelled all its radio in California, including three daily newscasts on KFRC, presented by John B. Hughes and Philip Stearns. Borden had been on KFRC for the last four years. The account, previously handled in California by McCann-Erickson, has been transferred to Young & Rubicam.

CBS Latin Hookup Covers 18 Nations

New Shortwave Stations To Send Programs, Paley Asserts

FORMATION of a Latin American CBS network, comprising 39 longwave and 25 shortwave stations located in 18 of the 20 American republics to the South of the United States, was announced Dec. 23 by William S. Paley, CBS president, following his return from a seven-week aerial tour of Latin America.

The new network of stations, which will receive programs from the CBS international stations in the United States and rebroadcast them for local consumption, will begin operations about Sept. 1, 1941, date when the new CBS 50 kw. shortwave transmitters are expected to be in operation.

May Add Others

Haiti and Honduras are the only countries not included in the network, Mr. Paley said, adding that negotiations are under way to take them in soon. Contracts between CBS and the Latin American outlets are similar to those the network has with its affiliates in the United States, he declared, making them exclusive CBS stations which will carry both sustaining and commercial programs. He refused to commit himself regarding the imminence of a commercial schedule, stating that he had not yet discussed the question with American advertisers.

Contracts are generally for a five-year period, he stated, running from Sept. 1, 1941, to the same date in 1945, but several are for shorter terms, such as that with OAX4A, Radio Nacional in Lima, Peru, a government station for which the government officials did not wish to make contracts for longer than their terms of office.

Explaining that his survey-tour had definitely demonstrated that most South Americans, like most United States citizens, listen to their local stations much more than they do to shortwave broadcasts from outside and that the local rebroadcasts would tremendously increase the audience for programs from here, Mr. Paley said his trip also showed the need for programs built in America that are specifically aimed at familiarizing the Latin American peoples with our culture.

More than that, he continued, the good neighbor policy can only be completely realized if we in the United States also become better acquainted with Latin American cultures. Therefore, in addition to arranging a Latin American network of outlets for American programs, he also made arrangements for programs originating in Latin American countries to be broadcast by CBS in this country.

New Transmitters

These programs from Latin America, in addition to being heard in the United States, will also be shortwaved back to the Latin American network, so that the southern republics will become better acquainted with each other. Programs from the southern countries which do not have shortwave transmitters powerful enough to insure good transmission to the United States will be brought up by the commercial communications companies, he stated.

PERU
SALVADO
URUGUA
VEN

HEMISPHERIC solidarity, radio version, is depicted in this scene made during the recent visit of NBC Vice-President John F. Royal to Mexico City for the inauguration of Mexico's new President Camacho. Grouped (l to r) are Othon Velez, program director of XEW and XEWW, Mexico City; Mr. Royal; Dr. A. Ortiz Tirado, prominent Mexican orthopedic surgeon, and Elimio Azcarraga, prominent Mexican broadcaster and owner of XEW and XEWW. Dr. Tirado for many years toured the United States singing popular Mexican songs to raise money to build the modern clinic shown in the background. Mr. Royal gave him his start on NBC years ago, and on his recent trip visited his radio-inspired clinic.

Entente Cordiale

OUT of the hospital and back on the job after failing to "duck a bomb," Fred Bate, London correspondent of NBC, was greeted by fellow radio reporters as he returned Dec. 27 to radio headquarters "somewhere in London." In fact, Ed Murrow, CBS European chief, welcomed Fred back in an unusual way—introducing him to the CBS audience on his morning broadcast of that day

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The CBS shortwave stations, WCBX and WCRC, whose 50 kw. transmitters are now under construction at Brentwood, Long Island, will have eight directional antennas with a capacity of 15 different combinations of transmission service from each of the stations. With nine frequencies available and with the antennas instantaneously switchable from one transmitter to the other, CBS engineers believe they will produce as clear and strong signals as any shortwave stations in the world.

At each member station of the Latin American CBS network there will be located specially designed receiving equipment to enable them to pick up and rebroadcast the CBS programs. A member of the CBS engineering staff, not yet selected, will leave shortly after the first of the year for a tour of the southern network, Mr. Paley said, to act in an advisory capacity to the Latin American broadcasters in getting the new service set up.

In the beginning, CBS will send about 20 hours a week of programs in Spanish and Portugese to its Latin American affiliates, Mr. Paley stated. The make-up of the program schedule has not yet been completely worked out, he said, but it is definite that news will play a major part. Like listeners at home, South Americans are hungry for news, he said, and the news broadcasts have wide audiences. Dramatic programs have a wide popularity with Latin Americans, he reported, and the daytime serial dramatic type of program is becoming increasingly popular there just as it is in the United States.

Favorably Received

These program likes and dislikes will be carefully considered in building programs for Latin American consumption, he stated, and an independent program staff, entirely separate from the regular CBS program department, is being organized to devote itself exclusively to the production of the Latin American programs. Edmund Chester, recently appointed director of shortwave broadcasts for CBS, who was a member of Mr. Paley's survey party to Latin America, will have full charge of these broadcasts as well as of the station relations and other operating angles of the new network.

Mr. Paley said that he had discussed his plan with officials of the United States Government before beginning his South American trip and that they had received it with enthusiasm. In the Latin American countries visited the plan was received with the same enthusiasm, he stated, by both government and radio officials. In some countries, the governments changed existing rules regarding broadcasting so the plan could be adopted, he reported. In Chile, for example, a limitation

(Continued on page 62)

Hickok Appointed Francisco's Aide

Young Gets Leave of Absence For Latin American Work

GUY HICKOK, program director of NBC's international broadcast stations, on Dec. 18 announced his resignation to become assistant to Don Francisco, radio head of the Nelson Rockefeller organization for coordination of commercial and cultural relations between the American republics. Mr. Hickok's successor at NBC has not been announced.

Simultaneously, Secretary of Commerce Jesse H. Jones announced granting of an indefinite leave of absence to James W. Young, director of the Bureau of Foreign & Domestic Commerce, to serve as chairman of the Communications Division of the Rockefeller organization. Mr. Young is in direct charge of press, motion pictures and radio, with Mr. Francisco, former president of Lord & Thomas, in charge of radio. Karl Bickel, former president of the United Press, is in charge of press operations, and Jock Whitney, of New York, in charge of motion picture operations.

Inspection Tour

Secretary Jones announced appointment of Carroll L. Wilson, assistant director of the Bureau of Foreign & Domestic Commerce, as acting director. He was formerly associated with Scudder, Stevens & Clark, New York investment counsel, and was named special assistant to the Secretary of Commerce on July 1, 1939. On Sept. 6, he was named assistant director of the Bureau by President Roosevelt.

Mr. Francisco now is on a three-month inspection tour of South America, essentially in connection with coordination of radio program interchange as part of the hemisphere solidarity program. During his absence, Mr. Hickok will work directly under Mr. Young on radio aspects of the Rockefeller Committee's work. New York offices of the organization are at 11 West 54th St.

MBS-Latin Exchange

CHRISTMAS in the Argentine and New Year's Eve in New York were the first programs broadcast in an exchange series by MBS with South American stations. The Christmas program, featuring a native choir and orchestra, originated at LR1, Radio El Mundo, Buenos Aires, and was broadcast in the United States by the MBS network. Mutual's return broadcast, including the revelry in Times Square at midnight and the music of Guy Lombardo's orchestra, was shortwaved to South America and broadcast over LR1 and nine other Argentine stations and stations in other South American countries. Exchange was arranged by A. Fontecha Morales, commercial manager of LR1; Fred Weber, general manager of MBS, and Melchor Guzman, New York representative for the Argentine station.

BARBASOL Co., Indianapolis (shaving cream), will start one-minute transcribed announcements on about 20 stations shortly after the first of the year. Erwin-Wasey, New York, is the agency.

Armed With BMI, Industry 'Sits Tight'

Government Suits Will Be Filed Shortly

(Continued from page 9)

networks or to their affiliated stations.

That pandemonium reigned in Tin Pan Alley also was clear as the contract deadline approached. Motion picture companies with ASCAP contracts were exerting pressure to prevent dropping of ASCAP music on the air, apparently mindful of the dire consequences suffered by Warner Bros. when its catalogs were withdrawn from the air three years ago. John G. Paine, ASCAP general manager, as late as Dec. 29 threw out hints that ASCAP was willing and ready to negotiate and that only a few hours would be required to prevent "chaos".

The explosive action of the Government in announcing its plan to proceed criminally came after the ASCAP board split on the signing of a consent decree [BROADCASTING, Dec. 15]. A bitter fight between ASCAP's veteran attorneys, Louis D. Frohlich and Herman Finkelstein, and its new attorneys, Lieut. Gov. Charles Poletti of New York, and Milton Diamond, resulted in the deadlock on the consent decree, though a substantial number of ASCAP's board members wanted to settle the controversy in that fashion, it is reported.

Assistant Attorney General Thurman Arnold, in charge of anti-trust litigation, obviously decided on the all-front attack for what might be described as "public relations" reasons. Since BMI is fashioned on the ASCAP formula, it was concluded that action could not be taken against ASCAP without including the industry-created music operation. Moreover, the airing of the whole issue in the public prints through gigantic propaganda splashes by ASCAP is said to have made it desirable from the Government standpoint to attack both operations rather than ASCAP alone.

Strategic Move

The most unusual aspect of the Department's action was its announcement by "press release" that criminal litigation would be instituted. Usually, such actions do not become public until the suits actually are filed. In some quarters it was suspected that this "strategy" was designed to force a settlement out of court.

There is still possibility of a consent decree for ASCAP, for BMI and for the other industry respondents. Anytime during the course of the litigation the parties can agree to eliminate the objectionable practices and thereby stop proceedings.

Why the Department should allege against BMI and the networks the same overt acts charged against ASCAP, was difficult for industry observers to comprehend. BMI, it was pointed out, was formed only for the purpose of introducing competition in the music field and of breaking ASCAP's monopoly. The decision to create BMI was reached only after all efforts to procure from ASCAP something other than a blanket license formula, on a percentage basis, had failed. Moreover, ASCAP has been under constant attack as an illegal monopoly in the Federal and State courts and in Congress for more than a decade, while BMI as a newly-created enterprise has no record of wrongdoing.

The Government is confident of a victory against ASCAP particularly in the light of the decision Dec. 24 of the Federal District Court in Tacoma, Wash., holding ASCAP to be a price-fixing monopoly in violation of the Sherman Act [see page 14]. If such a judgment were reached, it would destroy ASCAP as at present constituted and force a "pay-as-you-use" method of compensation, as well as clearance at the source. ASCAP then might become a clearing house for music licensing, but not an "exclusive club" with a self-perpetuating board and with one-third of its total income going to management.

A Sudden Change

The proposed consent decree, which ASCAP's board refused to sign after the clash between its attorneys, would have permanently enjoined the present method of blanket licensing, under which ASCAP during 1940 collects approximately $5,000,000 and in 1941 stood to collect $9,000,000 from the broadcasting industry. Instead, a per-program method of compensation, following the form of the newspaper-station contract, appeared the most likely method. Under it, network programs would be cleared at the source with stations paying a percentage of their income derived only from programs using ASCAP music.

So confident was the Department that ASCAP would sign the consent decree, that Assistant Attorney General Arnold planned to appear personally in the Federal Court for the Southern District of New York Dec. 24 to seek promulgation of the decree, terminating the six-year old anti-trust suit in that jurisdiction against ASCAP. On Dec. 23, however, the break came at a meeting of the ASCAP board, and Mr. Arnold was advised that the whole thing was off.

Immediately following this, Attorney General Jackson authorized the announcement on filing in Milwaukee of criminal suits, in lieu of civil suits. Three days later the announcement was made. Originally, it is understood, the Department had not planned to make the formal announcement, but when word permeated the industry that such a step might be taken, presumably it was decided to issue the unprecedented "press release".

Industry Meeting

On the day following the Departments' press release, hurried meetings were held in Washington by industry representatives and attorneys to decide on strategy. Present at a morning session at the Mayflower Hotel were such industry figures as NAB President Neville Miller; David Sarnoff, NBC chairman and RCA president; Niles Trammell, NBC president; Edward F. McGrady, RCA vice-president in charge of labor relations and at present serving as labor advisor to Secretary of War Stimson; Frank M. Russell, NBC Washington vice-president; CBS President William S. Paley; Edward Klauber, CBS executive vice-president; Harry C. Butcher, CBS Washington vice-president; Theodore C. Streibert, WOR vice-president and MBS vice-president; Louis G. Caldwell, MBS-WGN counsel. Present for independent radio stations, was John Elmer, president of WCBM, Baltimore. Representing BMI were President Miller and Executive Vice-President Sydney M. Kaye. In addition, attorneys for NBC, CBS and BMI were present.

Following the morning session,

Platters to Tars

CAMPBELL ARNOUX, general manager of WTAR, Norfolk, Va., has found the solution to two big problems: What to do with old razor blades and recordings of ASCAP music. The answer—"Give 'em to the Navy!" Arnoux has presented the station's complete library of ASCAP recordings, nearly 4,000 discs, to Rear Admiral Joseph K. Taussig, commander of the Fifth Naval District. The recordings will be distributed to ships, hostess houses, officers clubs and Navy "Y" 's.

Library of 250,000 Musical Numbers Is Available to Subscribers of BMI

ASSURING its station members an adequate supply of music after the first of the year, BMI has announced that its license gives its subscribers their choice of more than 250,000 compositions, including all types of music. In the popular field, BMI has itself published 300 new songs and contracted for 150 more. In addition to its production schedule of 14 songs a week, BMI's affiliates, M. M. Cole Publishing Co. and Edw. B. Marks Music Corp., will add about 45 new popular tunes monthly.

Much of the popular and light music of the last quarter-century is also available for broadcasting, despite withdrawal of the ASCAP catalogs. Songs by Victor Herbert, George Gershwin, Rodgers and Hart, Joe Howard, Gus Edwards, Ethelbert Nevin, Franz Lehar, Carrie Jacobs Bond and others of that class are among those which can be played, even though other numbers by these composers may be barred.

Familiar Songs

In the familiar song field, "Auld Lang Syne", "America", "Star Spangled Banner", "Londonderry Air", "Wearing of the Green", "Blue Danube Waltz", "Loch Lomond", "Hail, Hail, the Gang's All Here", "She'll Be Comin' Round the Mountain", "Good Night, Ladies", and "Little Brown Jug" are only a small part of the list, but enough to indicate that all the familiar music does not carry the ASCAP label.

In the Latin-American field, BMI's rights include more than 95% of all copyrighted music and about 90% of all records, with more than 65,000 rhumbas, congas and tangos. Modern serious music lies chiefly outside the ASCAP dominion, not only because major orchestral works are treated as "grand rights" in which ASCAP does not deal, but also because most serious composers have no connection with ASCAP.

The Marks catalog brought to BMI several thousand phonograph records by name bands of popular tunes of the last 25 years. The Cole and United catalogs gave BMI one of the largest collections of hillbilly, cowboy and folk music in the country. Of the world's great music, some 80% is in the public domain and the withdrawal of the ASCAP lists will have no noticeable effect on the symphonic and operatic broadcasts.

Religious Selections

The new BMI hymnal contains nearly 500 standard church hymns, including the best-loved religious music of the Catholic, Jewish and Protestant faiths, and all denominations. BMI also licenses to radio stations the E. C. Schirmer collection of sacred choral and solo music, as well as the famous Concord Hymnal. Furthermore, ASCAP has announced that "any religious, educational or Federal entity, broadcasting non-sponsored, non-commercial programs over stations which have contributed the free use of their time for that purpose will, upon application to our Society, receive an absolutely free license granting the use of all of the music of all of our members on such programs."

For the smaller stations which rely chiefly on recorded music, BMI states there is available some 4,000 phonograph records and about 9,000 numbers on transcriptions. The 500 BMI bonus transcriptions, given in addition to the discs stations received through their regular library services, have given many small stations more dollar value than the cost of their licenses.

ASCAP Bluff Called; Radio Holds the Aces . . . *An Editorial*

BECAUSE a money-grubbing ASCAP thought it could bring more radio dollars out of chaos in music, the charmed existence of Tin Pan Alley's "exclusive club" seems to be headed for the ashcan, via the anti-trust route. That now appears evident, whatever the outcome of the all-front legal attack launched by Trust-Buster Thurman Arnold.

It appeared that ASCAP had terminated its series of colossal blunders, motivated by sheer bluff, when its attorneys in effect initialed a consent decree by which its illegal functioning of the last quarter-century would have been terminated. Instead of "consenting", its board of directors, in another of its celebrated emotional outbursts, threw months of negotiations overboard and decided to try again to bluff it out with radio.

ASCAP's bluff has been called for keeps this time. The fact that the Department of Justice, for reasons best known to itself, decided to announce criminal actions by press release against broadcating industry elements as well as against ASCAP probably will not seriously alter the result. When the smoke of legal battle clears, we venture that ASCAP will not be in a position to salvage as much as if it had acceded to a consent decree. ASCAP's utter destruction is not unlikely, whereas it might have survived as a formidable competitor in the new music order.

We think the Department went overboard in seeking to tar BMI with the ASCAP brush. BMI was formed not to create a music monopoly for radio, but to introduce competition in music. But Mr. Arnold apparently did not understand that. BMI is a babe in the copyright woods, with no past sins for which to account. ASCAP, according to the Government's own legal pleadings, has had an iniquitous, monopolistic past, and must be chastised. How then can the Department level against the broadcasting industry charges of monopoly in music?

As this is written, ASCAP music is slated to sign off the networks and most stations at midnight Dec. 31. Radio will rely upon BMI and other non-ASCAP catalogs. For the last month, practically all sustaining programs and most commercials have been devoid of ASCAP music. There hasn't been a single significant voice raised in protest. The public, we insist, isn't interested in ASCAP music or anybody else's brand name just so the music is good and well-performed. ASCAP has no monopoly today on *good* music, and never has.

For this reason we can't understand how Mr. Arnold and his Departmental colleagues concluded that the current situation is a private war at the expense of the public. The only howls have been from paid propagandists of ASCAP. And if ASCAP's "press" has been better than radio's, it is only because it has spent dollars derived mainly from radio to propagandize and publicize and promote.

Any day now ASCAP may try another sensational move to pull the fat out of the fire. It may be a move for an armistice. It may be the sudden filing of infringement suits against networks and stations mounting to the millions at the statutory minimum of $250 per infringement, innocent or otherwise. There is no law against filing such suits, however flimsy.

The industry wisely has decided to sit tight. Nobody likes a criminal lawsuit, and the concern of certain groups in the industry is understandable. But it's our guess that ASCAP and its members, collectively and individually, are suffering the tortures of the damned. Based on the Warner Bros. experience of just three years ago, when its boxoffice receipts took a giddy plunge as soon as Warner music was dropped from the networks, it won't take long for ASCAP's movie members to push for peace at any price.

Almost anything can happen during the next few weeks. The Department will file its suits against ASCAP, and possibly the industry groups, by Jan. 6 or thereabouts. But in the interim ASCAP music won't be performed. And aside from the funny noises prompted from ASCAP's camp, there won't be any complaint from the public about the sudden depreciation in the quality of music predicted by ASCAP henchmen.

As a New Year's prediction, we venture that there will be a BMI henceforth, possibly with a changed organization base. And if there is an ASCAP some months hence, it will function as a clearing house; and radio as well as other public performers will pay as they use ASCAP-cleared music—not a tax on their entire income. There may be chaos ahead for ASCAP and even for radio, but the public won't be adversely affected.

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arrangements were made for a conference with Assistant Attorney General Arnold and that afternoon the attorneys representing the industry held a protracted session with Mr. Arnold, Special Assistant Attorney General Waters and Hugh Cox, Mr. Arnolds chief assistant. While no word was forthcoming, it is unofficially understood Mr. Arnold advised the broadcasters that the nature of the BMI organization was such that it tended toward violation of the law in the same fashion as that of ASCAP.

It was after this session that the industry group decided the best course to follow was to "sit tight" and await events. Because BMI, under its by-laws, can be reorganized to fit any contingency that might develop as a result of an ASCAP consent decree, or as the outgrowth of final adjudication of the criminal case against ASCAP, it was felt that its continued operation is assured, with no dire consequences for the industry.

Would Include Others

NAB was not included in the original announcement by the Department on institution of criminal proceedings. It was clearly indicated, however, that the trade association as such would be included in the information as filed in Milwaukee. There was some talk also of including other industry elements, such as the entire NAB board of directors and MBS, as well as several regional networks. Apparently the Department had decided against encumbering its bills of complaint to that extent.

Attorneys who sat in with the industry group, and who aferward conferred with Assistant Attorney General Arnold, included Bruce Bromley and Albert R. Connelley, of the New York firm of Cravath, deGersdorff, Swaine & Wood, NBC counsel; A. L. Ashby, NBC vice-president and general counsel; R. P. Meyers, NBC attorney; former Judge John J. Burns, CBS counsel; Joseph Ream, general counsel of CBS; Godfrey Goldmark, special CBS counsel; William G. Mulligan, recently retained NAB copyright counsel; and Mr. Kaye for BMI.

It was clearly indicated that in the criminal information filed against ASCAP, its officers—including Gene Buck, president, E. Claude Mills, chairman of its Administrative Committee, and John G. Paine, general manager—would be cited, along with the entire board of 12 publishers and 12 composers. This bill of complaint was expected to be much stronger than that filed against BMI and the other radio defendants.

To be cited in the industry bill, it was expected, would be the officers and directors of BMI; possibly three principal officers of NBC, and a similar number of CBS officers. NAB presumably would be named a defendant as an association, with no individuals involved. Because President Miller of NAB also is president of BMI, he would be affected as would Mr. Klauber, as a director of CBS. Mr. Streibert, as a BMI director, presumably would draw MBS into the litigation.

No Risk for Stations

While NAB, BMI and network headquarters were besieged with inquiries from stations after announcement of the planned litigation, every effort was made to allay any fears regarding actions against them. It was pointed out that there is no risk involved for stations in signing with BMI.

Much talk about possible "triple damage suits" growing out of convictions for violation of the anti-trust laws also permeated the industry. In the case of ASCAP, such suits, assuming a final judgment against it, would be possible under particular circumstances. In the case of BMI, a wholly-owned industry project, there appears to be little prospect of such action by stations even should there be a final adjudication against it, which is deemed most unlikely.

Assistant Attorney General Arnold clearly admitted in the Dec. 26 press release that the reason for the criminal action was the complete failure of the consent decree negotiations with ASCAP. He said the Department had decided to obtain voluntary agreement to form the basis of a "working peace" which would eliminate the illegal activities and allow composers to continue their function of protecting their members from piracy. A few days ago, he said, those efforts

50,000 WPTF WATTS

NEAR completion is the new Westinghouse-equipped 50-000-watt transmitter plant of WPTF, Raleigh, N. C., described as one of the most modern in the South. Two 370-foot Blaw Knox towers are being installed. WPTF was authorized July 17, 1940 to increase power to 50 kw. and plans to begin operation with this power by the end of the current month.

appeared to be on the verge of success. Since their rupture, he said, the Department had no choice but to proceed with "a criminal prosecution to protect the interests of the public in orderly competition in the distribution of music."

ASCAP, through its president, Gene Buck, in effect welcomed the action, particularly that against the industry groups. All of ASCAP's propaganda, which has increased in volume and momentum week by week, has been directed against what it has characterized as the "radio monopoly". Presumably the Department yielded to ASCAP's complaint that the broadcasting industry proposed to "boycott" ASCAP and that by virtue of its possession of the exploitation medium, could effectively monopolize the music field.

It was this aspect of the Department's action that caused serious concern and resentment in broadcasting circles. BMI, it was insisted, was formed only after all efforts to procure from ASCAP a basis for discussion had failed. Moreover, BMI repeatedly has expressed its willingness to alter it functional organization to conform with whatever conclusion might be reached regarding legal reorganization of ASCAP. The industry effort, it was pointed out, has been to introduce competition in music and not to create an industry monopoly.

Offers to Arbitrate

LUCIUS R. EASTMAN, chairman of the board of the American Arbitration Assn., on Dec. 17 sent identical telegrams to BMI and ASCAP, offering the AAA's services "for the arbitration of any controversies that may rise under any consent decree or contract establishing trade practices." In his letter of reply, NAB President Neville Miller pointed out that there is no controversy between BMI and ASCAP unless "normal business competition" can be so described. Any controversy, he said, is between ASCAP and NAB, which has made arrangements to buy its music elsewhere as a result. He assured the AAA that if any need for their services arises, the broadcasters will be glad to accept the association's offer. John Paine, general manager of ASCAP, replied verbally that ASCAP would accept the arbitration offer if BMI did.

Marks Catalog Deal

NBC, CBS and a number of their larger affiliate stations are underwriting BMI's obligations to Edw. B. Marks Music Corp., guaranteeing payment to the publishing house for the full term of its five-year contract with BMI. It was explained that this action, which was entirely voluntary on the part of networks and stations, involves no expenditure on their part inasmuch as BMI is buying the performance rights itself, but was taken to safeguard the Marks company in signing a contract extending beyond the time of BMI's contracts with its member stations, which run from year to year and are renewable annually.

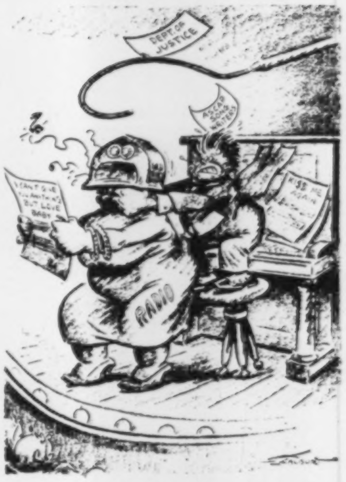
BMI announces it will publish the entire score and clear performing rights of *Crazy With the Heat*, new musical opening Jan. 14 in New York.

WLW Signs With BMI

WHEN WLW, Cincinnati, signed acontract Dec. 30 with Broadcast Music Inc., it brought the total membership in BMI on that date up to 635 stations. WLW was the last of the 50-kilowatters to sign. Announcement of the action was made by James D. Shouse, vice-president of Crosley Corp. in charge of broadcasting. WSAI, second Crosley outlet in Cincinati, signed with BMI several weeks ago.

Pierce's New Discs

PIERCE'S MEDICINES Inc., Buffalo (Golden Medical Discovery), starts Jan. 6 using 6 to 10 weekly transcriptions on the Iowa Network and WOKO WGR WHAM WFBL WCAU WHP WGBI WBAL WTAR WDBJ WRVA WJR CKLW WOOD WJJD WIND WLS WDZ WISN WKBN WCAE WWVA WMNN WLW WCSH WSM WSB KWK KFRU WHB KWTO WIBW. H. W. Kastor & Sons, Chicago, is agency.



Talburt in Washington Daily News

"And We Thought Music Had the Power to Sooth."

Yankee Starts Operation OF FM Atop Mountain

W1XER, Yankee Network's new 1,000-watt FM station atop Mount Washington, N. H., started regular daily operation on Dec. 19. The experimental transmitter, located 6,300 feet above sea level, surmounts the highest peak in Northeastern United States and is claimed to be the loftiest transmitter in America. W1XER currently is rebroadcasting programs of W1XOJ, Yankee FM station at Paxton, Mass., 140 miles away.

Construction of the station started in August, and was accomplished under trying conditions. Apart from the transmitter itself, the installation necessitated special construction of the transmitter building to withstand wind velocities up to 150 miles-per-hour, along with huge tanks for storing diesel oil, water and gasoline for the self-powered broadcasting unit. All mechanical units are in duplicate to insure uninterrupted service.

N. Y. Tax Opposed

BECAUSE of the industry-wide implications of the proposal of the City of New York to tax radio and communications equipment as real estate, NAB President Neville Miller has named a committee to inquire into the far-reaching proposal. The committee consists of John V. L. Hogan, WQXR; Emanuel Dannett, WOR; Henry Ladner, NBC; Joseph Ream, CBS; Harry C. Wilder, WSYR. New York.

ASCAP Loses One Publisher Member; Movies Pay Relative Pittance in Fees

ROBBINS MUSIC, Miller Music, Leo Feist and the Sam Fox group, including Sam Fox Publishing Co., Hollywood Songs and Movietone Music, have renewed their contracts with ASCAP for another ten years, according to Gene Buck, ASCAP president, who stated that with the re-signing of these firms ASCAP has obtained renewals from all but one of its 141 publisher-members.

The exception, of course, is Edw. B. Marks Music Corp., which recently transferred its performance rights to BMI [BROADCASTING, Dec. 15]. All four companies are affiliated with motion picture firms, the former three with Metro-Goldwyn-Mayer and the last with 20th Century-Fox. During the summer negotiations had progressed nearly to the closing point for BMI's acquisition of the M-G-M group's musical rights, but legal difficulties prevented completion of the deal.

New York Signatories

An immediate consequence of the renewed M-G-M affiliation with ASCAP was the acceptance of ASCAP licenses by WHN, New York, and by WNEW, also of that city, with a third New York independent station, WMCA, likewise expected to take out an ASCAP license before the end of the year.

WHN's ownership affiliation with M-G-M made this station's deal with ASCAP no surprise, while the competitive angle was held responsible for WNEW's action in following suit. As a station whose success is based largely on programs of phonograph records, to which WNEW devotes a major portion of its schedule, WNEW was also concerned about the supply of recorded music which would be available without an ASCAP license.

Another New York station, WQXR, whose programs consist almost entirely of phonograph records, is a BMI member and is not signing with ASCAP, BROADCASTING was told Dec. 27. Since its schedule is primarily one of classical music, most of which is in the public domain, WQXR has less of a problem than other phonograph record stations, its main problem being the avoidance of recordings using ASCAP arrangements of classical selections. WINS, Hearst-owned station in New York, reports that it will also be "100% BMI" as of Jan. 1, and that this condition will also apply to the New York Broadcasting System, state-wide network for which WINS is the key station.

WNYC, New York's municipally-owned non-commercial station, has announced that both BMI and ASCAP have made it possible for the station to broadcast all of their music.

Miller Comments

Commenting on the action of WHN, Neville Miller, NAB president, stated:

"This move, expected by all radio stations, for the first time brings into the open the close connection between ASCAP and the movie industry. Station WHN is controlled by Metro-Goldwyn-Mayer, part of the movie industry which indirectly controls ASCAP. Last year 13 music corporations affiliated with the movie industry got 65% of the $2,500,000 that ASCAP collected largely from broadcasting and paid to ASCAP's 136 publisher members.

"The movie industry has an annual income of more than $1,100,000,000. But ASCAP, which is partially controlled by movie corporations, charges the movies an annual fee of only $1,000,000 for all the ASCAP music the movies want to use.

"The radio industry has an annual gross income of only $120,000,000. But last year ASCAP taxed the radio industry $4,500,000 for the right to use ASCAP's music on the air. Thus, for the use of ASCAP music the radio stations paid 41 times as much as the movie industry per dollar of income. And the 13 music corporations affiliated with the movie industry actually received from ASCAP $625,000 more last year than the total fees which ASCAP charged the entire motion picture industry for use of all ASCAP music during the entire year."

The following list of stations which have signed BMI contracts since the last issue of BROADCASTING raises the total of BMI members to 526, with more than 100 additional stations pledged to membership. New members are:

BMI Acquisitions

WMFJ, Daytona Beach, Fla.; WBAX, Wilkes-Barre, Pa.; KLCN, Blytheville, Ark.; WMBO, Auburn, N. Y.; WIBA, Madison, Wis.; WLBZ, Bangor, Me.; WEMP, Milwaukee; WKIP, Poughkeepsie, N. Y.; WLEU, Erie, Pa.; WADC, Akron; WKAT, Miami Beach; KSCJ, Sioux City, Ia.; WILL, Urbana, Ill.; WSVA, Harrisonburg, Va.; KGKY, Scottsbluff, Neb.; KOME, Tulsa; KRMC, Jamestown, N. D.

WBML, Macon, Ga.; KRLD, Dallas; WCHV, Charlottesville, Va.; WTMC, Ocala, Fla.; WJRD, Tuscaloosa, Ala.; WHP, Harrisburg, Pa.; KFPW, Fort Smith, Ark.; KWIL, Albany, Ore.; KGNF, North Platte, Neb.; WJAS, KQV, Pittsburgh; WHJB, Greensburg, Pa.; WJAX, Jacksonville, Fla.; KGBX, Springfield, Mo.; WMBS, Uniontown, Pa.; WKAQ, San Juan, P. R.; WRDO, Augusta, Me.; WIBM, Jackson, Mich.; WDEF, Chattanooga; WRAL, Raleigh, N. C.; WJBY, Gadsden, Ala.

KELD, El Dorado, Ark.; WHBB, Selma, Ala.; WMFR, High Point, N. C.; WAPO, Chattanooga; KOAM, Pittsburg, Kan.; WTAL, Tallahassee, Fla.; KOCA, Kilgore, Texas; WLBC, Muncie, Ind.; WSUN, St. Petersburg, Fla.; WDLP, Panama City, Fla.; WDWS, Champaign, Ill.; WLAV, Grand Rapids, Mich.; WJHL, Johnson City, Tenn.; WTSP, St. Petersburg, Fla.; WBIR, Knoxville, Tenn.; KLO, Ogden, Utah.

WLAK, Lakeland, Fla.; WCOA, Pensacola, Fla.; KRLH, Midland, Tex.; WEBR, Buffalo; WHEB, Portsmouth, N. H.; KGFF, Shawnee, Okla.; WRUF, Gainesville, Fla.; KMO, Tacoma, Wash.; WDAK, West Point, Ga.; KXRO, Aberdeen, Wash.; WSLB, Ogdensburg, N. Y.; WOLF, Syracuse; WCLS, Joliet, Ill.; WSOY, Decatur, Ill.; WDBO, Orlando, Fla.

WALA, Mobile; KOTN, Pine Bluff, Ark.; WMOB, Mobile; KVOE, Santa Ana, Cal.; WTJS, Jackson, Tenn.; WGKV, Charleston, W. Va.; KOBH, Rapid City, S. D.; KARM, Fresno; KTHS, Hot Springs, Ark.; WCBI, Columbus, Miss.; WMBC, Detroit; WCAX, Burlington, Vt.; WAJR, Morgantown, W. Va.; WARM, Scranton, Pa.; KMMJ, Grand Island, Neb.

KGLU, Safford, Ariz.; WMRO, Aurora, Ill.; WLBJ, Bowling Green, Ky.; WMRC, Greenville, S. C.; KVFD, Fort Dodge, Ia.; WHBU, Anderson, Ind.; WQBC, Vicksburg, Miss.; WFHR, Wisconsin Rapids, Wis.; WOLS, Florence, S. C.; WFBG, Altoona, Pa.; WJJD, Chicago; WDMJ, Marquette, Mich.; WBAB, Atlantic City; KADA, Ada, Okla.

A NEAT filing cabinet for music is a help to WOW, Omaha. A cross-indexing system aids Helen Whitney, music librarian, and she can find any piece at a second's notice. Here she stands by the file with Harry Burke, WOW program chief.

NAB in N. Y.

NAB has opened a suite of offices in the RCA Bldg., New York, as field headquarters for the NAB-ASCAP battle. Neville Miller, NAB president, will spend most of his time in New York "during the emergency," and Earl Newsom, independent counsel in public relations, has been retained. Staff includes A. K. Mills, acting as liaison with the Newsom headquarters; John Murphy, press secretary to Mr. Miller; Joseph Milward, writer, and two research workers, Barbara Hunt, formerly with *Architectural Forum*, and Barbara Brandt. NAB phone in New York is Circle 5-5965.

Pro-ASCAP Articles Answered by Rosenbaum

IN FACE of several pro-ASCAP stories and articles appearing during the month in the *Philadelphia Record*, including an editorial in the Dec. 17 issue which summed up arguments that it will be "hard to sell the public the idea that the big chains should not pay their share for use of the music without which broadcasts would lose much of their audience," the newspaper opened its news columns Dec. 20 to permit Samuel R. Rosenbaum, president of WFIL and chairman of IRNA, as a representative member of the industry, to present the side of the broadcaster in the controversy.

Under his own by-line, Mr. Rosenbaum reviewed the incidents that led to the present impasse, explaining that "As part of the lump-sum business-tax, all-or-none, take-it-or-leave-it, arbitrary license-fee policy of ASCAP, all licenses granted by ASCAP to radio stations will expire Dec. 31, 1940."

He also hit at the Society's "self-perpetuating inside group" with the result that "newcomer composers are always given a mere pittance and the old, established insiders get the lion's share."

"The business of broadcasting," he said, "has attained its maturity and has decided that the only remedy for the powerful monopoly of ASCAP is to encourage the creation of new compositions by composers who have not yet assigned their works to ASCAP. That has proved to be less difficult than it looked, because it now develops that ASCAP began to suffer from the same abuse of power within itself that every monopoly breeds."

ASCAP SPIES ALERT
Listening Posts Set Up to Catch Infringers

ASCAP's private "Gestapo", whose task it is to pile up records of infringements of ASCAP numbers after midnight Dec. 31, has been primed for service. Planning to rely most heavily upon the amassing of such infringements at $250 per performance over each station, ASCAP has disclosed that it is setting up automatic recorders or "listening posts" throughout the country. It has held "skull lessons" with its field representatives to gear them for the music espionage.

E. Claude Mills, chairman of the ASCAP executive committee, has announced that 39 "listening posts" have been established to record programs 16 hours per day. Any ASCAP music or ASCAP-controlled arrangements presumably will draw a prompt infringement suit in the particular jurisdiction.

Obviously mistakes will be made, but the law provides a $250 statutory minimum, whether the infringement is "innocent", a job of planting or otherwise perpetrated. It is this provision of the law that has given ASCAP what has ASCAP what has amounted to its life and death power of public performance of music in the pre-BMI era.

FOUR PHILADELPHIA STATIONS TO ASCAP

SOLIDARITY of the radio stations in the Philadelphia area in support of BMI was broken Dec. 23 when four non-network stations signed five-year contracts with ASCAP. Stations were WDAS and WTEL; WCAM, Camden; WIBG, Glenside. Only WDAS operates on a full-time basis.

Hilleary Brown, representative of ASCAP in Eastern Pennsylvania, has indicated that "other" stations are at the signing stage, and some in the territory even signed, but at the request of the stations could make no disclosures. All negotiations were veiled in secrecy, and although the first four stations confirmed the signing, no official announcement will be made. News leaked out when the stations advised local advertising agencies that ASCAP music would be played after the first of the year.

One of the reasons for signing with ASCAP is the added cost to clear BMI and public domain music, it was stated on behalf of the stations. For part-time stations it was said the cost of adding an employe to take care of music clearances would exceed the cost of a license from ASCAP. Moreover, the stations indicated they could not get along without ASCAP music, especially for the recorded shows.

ASSOCIATED Music Publishers, which has been identified chiefly with serious music, has added six popular tunes to its catalog, one of which, "I Remember—Why Don't You?" was introduced by Abe Lyman on an NBC remote broadcast from the Hotel New Yorker. Others are: "Skylark Waltz," "I'm Allergic to Love," "There Are Shadows on the Moon Tonight," "Just Believe in Me" and "The Biggest Little Word Is 'Yes'" AMP has three more "pop' tunes in preparation for early release.

UNDER lock and key for the duration go all ASCAP records and transcriptions at WDRC, Hartford, Conn., as Program Manager Walter B. Haase snaps the padlock on the music racks at the station. To be sure none of the ASCAP pieces got on the air since WDRC's ban on all ASCAP music on local commercial and sustaining programs went into effect Dec. 1, boards were fastened over the racks of ASCAP tunes, supplemented by heavy chains and padlocks. WDRC was an early BMI subscriber.

Mediation Reports Lack Foundation, Miller Declares
Charges ASCAP With Unfair Propaganda Campaigns

"REPORTS that mediation conferences were being opened between the broadcasting industry and ASCAP are entirely without foundation," Neville Miller, NAB president, declared Dec. 23 in a statement charging ASCAP with attempting to persuade the public that radio is about to boycott most of America's popular music but making absolutely no attempt to meet the broadcasters' objections to the proffered ASCAP license.

"ASCAP has been very busy," the statement goes on, "issuing statements to the press, writing petitions to the FCC and organizing groups of its own member writers who claim to represent the music lovers of the nation, all in an attempt to make the public believe that the broadcasters are going to deprive the radio audience of good music and are refusing to negotiate with ASCAP."

Men of Prejudice

Mr. Miller's reference is obviously to the committee of ten New York music educators, all ASCAP members, who have circularized a list of college presidents, heads of college music departments, organists, public school music superintendents and music patrons such as season-ticket subscribers to opera and symphony organizations.

Recipients were asked to sign and return to the committee cards addressed to the FCC and urging the Commission to "prevail upon both parties [broadcasters and ASCAP] to effect an agreement ending the present stalemate so that no important standard music shall be barred from the air."

A batch of 5,000 postcards from the musicians and teachers of music was filed with the FCC Dec. 30 by the Musicians Committee, seeking FCC intervention in the ASCAP-broadcaster controversy. The postcards were accompanied by a letter to Chairman Fly from Douglas Moore, chairman of the Music Dept. of Columbia University, asking the FCC to get ASCAP and the broadcasters together immediately for purposes of negotiation. Because the FCC is in recess until Jan. 7, no immediate action was indicated. Previously, the FCC had notified complainants that it has no direct jurisdiction in such matters.

The 5,000 "petitions", in the nature of pre-printed postcards, were said to be signed by musicians and teachers of music in 40 states, including 226 colleges. ASCAP has been associated with this move.

Reviewing the history of ASCAP-NAB relations since February, 1939, when the broadcasters made their first effort to discuss with ASCAP terms for renewal of the existing contract, Mr. Miller stated that after rebuffing all attempts at negotiation, ASCAP, "who apparently hoped by one delay after another to force broadcasters into a frantic and one-sided deal at the last minute," suddenly in March, 1940, announced the terms of their new contract, which doubled radio's annual payment of fees to ASCAP and which also "contained features to which broadcasters have always objected strongly on the ground that they were inimical to the public interest.

"This proposed contract demanded that radio's annual payment of fees to ASCAP be doubled —from $4,500,000 to $9,000,000. In addition, it contained features to which broadcasters have always objected strongly on the ground that they were inimical to the public interest.

"These objections have been explained repeatedly to ASCAP, with suggestions that they be removed and that a new proposal be submitted for negotiation. Ignoring completely these suggestions, ASCAP merely redoubled its publicity efforts in an attempt to confuse the issue, appeal for public sympathy and create an impression that radio stations were about to 'boycott' some of America's popular tunes.

"On Dec. 5, the 26 members of the board of directors of the NAB gathered in New York from all parts of the country for their final meeting of the year. There was still no word from ASCAP—although as recently as Nov. 23 ASCAP had been informed that any concrete proposal from them embodying the principle of 'per program' payment would be laid promptly before our board of directors for consideration and negotiation.

Plenty of Music

"Time was drawing so close to Dec. 31 that we felt we could not delay longer without running the risk of creating last minute confusion on radio programs. The plans were therefore made definite in the assumption that, in spite of their public protestations to the contrary, ASCAP's management really intended to withdraw ASCAP's music from radio use. While it was therefore definitely assumed that no ASCAP music would be available for use on the air after Jan. 1, it was made clear that there was no cause whatever for public concern, since a completely adequate supply of music of all kinds, not controlled by

(*Continued on page 61*)

"THIS YEAR, I WILL WIN YOU, M'DEAR!"

● What are your intentions, Sir, toward our fair Iowa? Are they *honorable* . . . or are you merely playing with her affections?

Seriously, the way to win Iowa is to *prove* your purpose. Vague promises of "a big merchandising drive" are of no avail—too many suitors are already using WHO! Our Merchants here know that there's one sure way to reach all of Iowa, and that this one *complete* medium—WHO—costs a lot less than any *combination* of media which can even hope to approximate the same coverage. Therefore, *if you're not using WHO* your distributors and retailers may suspect that (1) you're either trying to kid them about the sincerity of your efforts, or (2) your wooing of Iowa needs more "oomph". Neither alternative is calculated to inspire confidence.

WHO—alone—can enable you to win the Iowa market. If your New Year's Resolutions include such a project, let us give you the facts. Or just ask Free & Peters!

WHO

+ *for* IOWA PLUS! +

DES MOINES . . . 50,000 WATTS

J. O. MALAND, MANAGER

FREE & PETERS, INC. National Representatives

Voorhis Bill Called Symptom Of Advertising Control Trend

Defense Program Is Utilized as Means of Imposing Regulation Impossible During Normal Times

UNOFFICIAL but well-informed quarters in Washington see the Voorhis bill—providing for a tax on the expenditure of all money for advertising over $100,000—as an outward manifestation of a subject that has been considered quietly in high places for some time.

It is pointed out that while attacks on advertising in some Administration quarters are not new, the present national defense program is being used as the springboard to plunge into the subject with renewed vigor.

Defense Measure

Assistant Attorney General Thurman Arnold, chief of the Justice Department anti-trust division, has often discussed what he calls uneconomic advertising and has charged in the tobacco cases that successful national advertising and promotion might constitute restraint of trade. A recent report to the Temporary National Economics Committee by Dr. Isador Lubin, Commissioner of Labor Statistics, touched on the "disparity" between the prices of advertised and non-advertised brands of drug items.

From another quarter it has been learned that at least one economist connected with the National Defense Advisory Commission is looking into the possibility of restricting advertising expenditures—particularly on so-called non-essential items—as a defense measure. This would be based on the theory that advertising increases consumer demand for goods and in doing this takes away from productive capacity necessary for defense orders. And while any thought of Government restriction of advertising, through taxes or otherwise, is scouted in Washington it is pointed out that Government controls which might be impossible under ordinary circumstances can be imposed during an emergency.

The bill itself does not seem destined for an early airing. The Ways & Means Committee did not hold hearings on the bill during the last session and it died automatically when the session ended. Rep. Voorhis (D-Cal.) told BROADCASTING he wasn't sure whether he would introduce the bill during the session beginning Jan. 3. He said he feels this way about the measure:

"If we are going to up taxes, I don't think it's fair to leave gaping holes in the law. I don't think it's fair to tax some persons and not others. This present bill is particularly rough, but it could be used as a working base and could, of course, be smoothed out."

Mysterious Mr. Bell

Asked if he had any expression of opinion on reaction to the measure, which has attracted wide attention in advertising circles, Rep. Voorhis said: "Yes, a lot of heat." In reply to a question as to the Treasury's position on the bill, Rep. Voorhis did not say directly whether the department was interested, answering, "Well, you know a bill introduced by request isn't taken very seriously."

The Congressman introduced the bill at the request of Robert C. Bell, a 28-year-old graduate of Harvard Law School. Rep. Voorhis said he didn't know whether Bell is employed in the Government.

Treasury officials took the position that they had no business commenting on the measure unless asked by Congress. It was said there had been no official Treasury statement on the Voorhis bill and there would be none until or unless Congress requests an opinion.

The Advertising Federation of America, over the signature of its general counsel, Charles E. Murphy, told its members that the bill "has the possibility of having a devastating effect on the plans of advertisers and of media alike, for any taxation of advertising strikes at the very activating force which produces sales and would obviously act as a sales deterrent."

NOT A ZOMBIE in white, but Herb Hollister, president of KANS, Wichita, and an ardent mountain-climber, in full dress rehearsal for his planned epoch-making broadcast from the summit of Pike's Peak on New Year's Eve. The five-minute broadcast was scheduled for NBC-Red through KOA, Denver, as part of the annual climb of the Ad Am An Club. That's a face-glove he wears for protection against sub-zero weather.

MORE BOOSTERS ARE GRANTED

Three Amplifier Stations to Be Used by Station In Worcester, Mass., Under FCC Grant

FURTHER advance in the coverage of suburban areas through use of low-power booster stations was recorded Dec. 17 when the FCC granted C. T. Sherer Co., Worcester, Mass., a construction permit for a fulltime 250-watt station on 1200 kc., along with three 100-watt amplifier stations in Worcester environs.

The third grant of its kind, it is the first providing for more than one booster station to supplement the main transmitter. At the same time the application of Worcester Broadcasting Inc. for similar facilities, with two booster stations, was designated for hearing.

A Few Miles Apart

The three amplifying stations, to be located near Auburn, Whitinsville and Marlboro, Mass., are all to be within a few miles of the main transmitter in Worcester, and are designed to provide coverage of areas which would not be covered by the main transmitter. The first grant of booster station facilities was made to the new WINX, Washington, which is now operating regularly, and the second to WWDC, another recently authorized Washington station, which is expected to be operating by spring.

It was pointed out to BROADCASTING by the FCC that the booster station idea involves several unique problems, chief among which is the necessity of finding a site for the receiving antenna near the area to be served, where interference-free signals may be received for retransmission. It is thought such amplifying stations will be suited only for use in cities with populations ranging from 100,000 to 750,000, depending on location and topography, since larger cities could not be adequately covered by low-power stations and in certain large areas of the country, like the Midwest, propagation characteristics of the broadcast signal result in a wide service area.

WHEELING HOOKUP IS EXTENDED TO 91

WHEELING STEEL Corp., Wheeling, W. Va., on Jan. 5 adds 40 MBS stations to its growing hookup of the *Musical Steelmakers* employe-family broadcast heard Sundays 5-5:30 p.m. With addition of new outlets the full network will number 91 stations, a new peak for the program which on Nov. 8, 1937, had its first broadcast on a single station, WWVA, Wheeling.

The program, conceived by Advertising Manager John Grimes, features talent selected entirely from the 10,000 employes of Wheeling Steel and members of their families. New stations are: WHTH WSPR WNBH WATR WSAR WLLH WBRK WCOU WNLC WSYR WHAI WLNH WIP WCBM KQV WKBW WHBF KFOR KOL KALE KMO KIT KFJI KVOS KRKO KORE KPQ KXRO KGY KOOS KWLK KRNR KELA KXYZ KABC WMSL WJBY WJRD WSFA WHBB. Critchfield & Co., Chicago, handles the account.

Quaker Oats Test

QUAKER OATS Co., Chicago (Aunt Jemima Pancake Flour), on Jan. 6 starts six weekly five-minute programs on WBBM, Chicago. Sherman K. Ellis & Co., Chicago, is agency.

Congress Inquiry Considered Likely

Senator White Drafting Plan; May Delay Action by FCC

INTRODUCTION early in the new session of Congress of a far-reaching resolution to study the entire communications regulatory scene is expected in Washington, by virtue of almost unprecedented Congressional interest in radio.

Senator Wallace H. White Jr., recognized radio authority in the Upper House, is drafting an all-inclusive resolution for a "fact-finding study" and plans to confer with Chairman Wheeler (D-Mont.) of the Senate Interstate Commerce Committee on the desirability of its introduction as one of the first orders of business by that Committee. Such a legislative move, it is presumed, would automatically stay the FCC's plans for proposed far-reaching regulation of business aspects of broadcasting as a result of its provocative inquiry into network operations to discover monopolistic tendencies.

Extension of Time

Following oral arguments before the full Commission Dec. 2-3 [BROADCASTING, Dec. 15], the FCC had granted the respondents an extension from Dec. 16 to Dec. 24 for filing reply briefs, primarily on the question of the Commission's jurisdiction to invade business operations of networks and stations and write regulations governing them. At its last meeting of the year Dec. 17, the Commission authorized a further extension of time for all parties until Jan. 2.

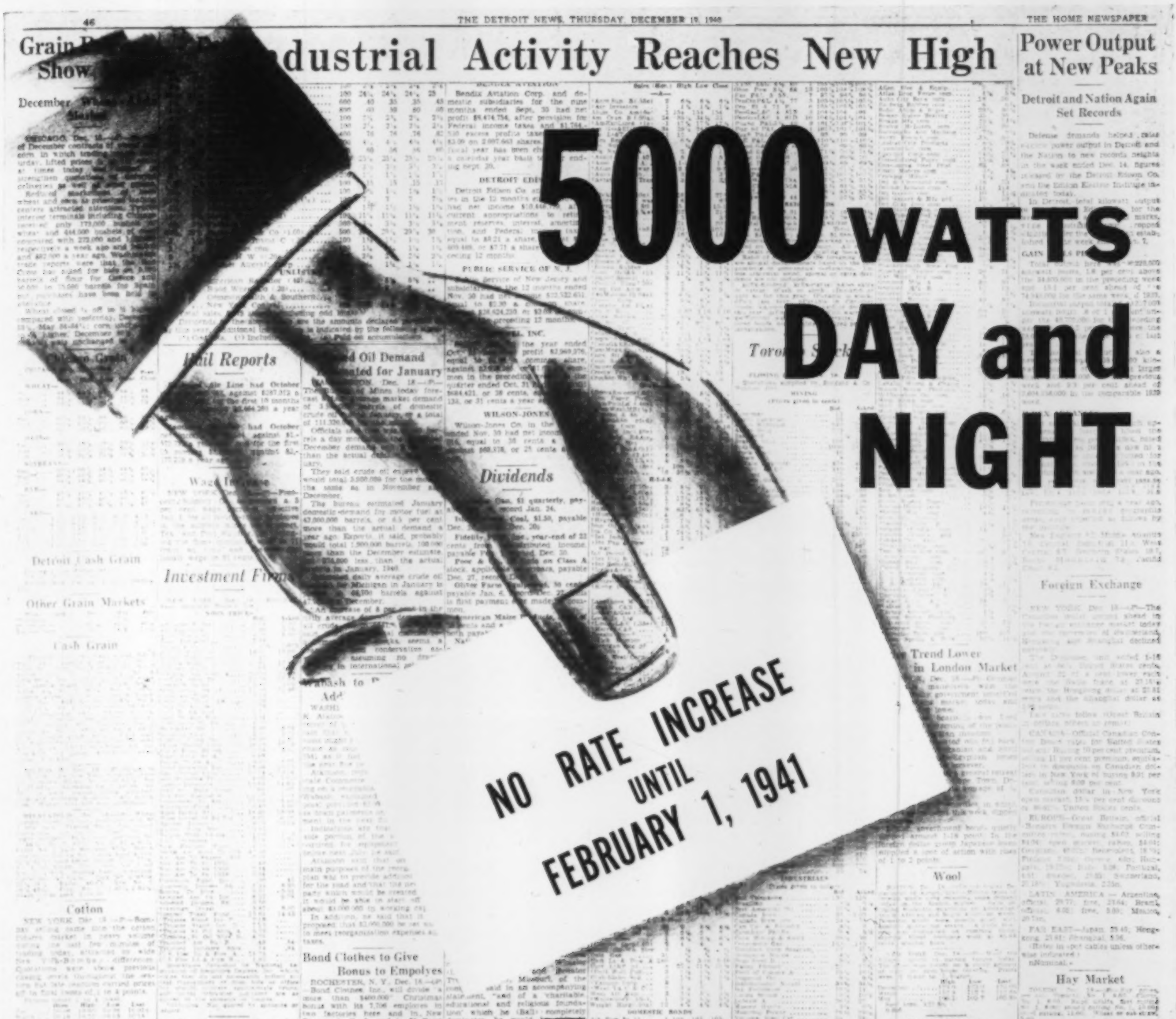
This action, it is thought, paves the way for Senatorial consideration of a fact-finding resolution along the lines of that projected by Senator White prior to final Commission action on the Network Monopoly Report. Because of the intense interest in Congress in radio, fired considerably by the recent national elections in which radio played so vital a part, it is thought that once such a resolution is introduced, the investigation would be authorized speedily.

New Bosco Spots

BOSCO Co., New York (milk amplifier), started Dec. 17 on WABC, New York, participating sponsorship of the CBS *News of the World* on Tuesdays and Thursdays at 10:45-11 p.m. Sponsor has also purchased an early morning quarter-hour of recorded music on WCAU, Philadelphia, heard six times a week from 8:30-7:45 a.m. and renewed for the third consecutive year, effective Jan. 31, a daily quarter-hour newscast on WOR, Newark. Kenyon & Eckhardt, New York, is agency.

Kuhner Packing Test

KUHNER PACKING Co., Muncie, Ind. (Snow-Light Lard), new to radio, on Jan. 20 starts a two-months test on WOWO, Fort Wayne, using a half-hour Sunday afternoon program, participations in the station's home economics program and a serial. Handled by Louis E. Wade Inc., Fort Wayne agency, the test if successful will lead to the use of other stations in Indiana territory where the company has distribution.


THE DETROIT NEWS, THURSDAY, DECEMBER 19, 1940
THE HOME NEWSPAPER
Industrial Activity Reaches New High
Power Output at New Peaks
Detroit and Nation Again Set Records
Rail Reports
Investment Firms
Dividends
Foreign Exchange
Wool
Cocoa Futures
Hay Market
Cotton
Livestock
Farmers' Markets
Bond Clothes to Give Bonus to Employes
Dairy Markets
Potatoes
Turpentine
New York Bank Stocks
NO RATE INCREASE UNTIL FEBRUARY 1, 1941

5000 WATTS DAY and NIGHT

MORE { MARKETS LISTENERS RESULTS

WXYZ DETROIT

KEY STATION—MICHIGAN RADIO NETWORK—Basic Detroit Outlet NBC Blue Network

National Sales Representative—PAUL H. RAYMER CO.

New Grants Bring Year Total to 77

Four Locals Authorized as Year Draws to a Close

WITH four new local outlets in as many communities authorized for construction by the FCC, meeting Dec. 17, the total number of new station grants during 1940 reached an unprecedented 77. The new stations were authorized in Worcester, Mass.; Cairo, Ill.; Tuccoa, Ga.; Powell, Wyo.

The new Worcester station was granted to C. T. Sherer Co. Inc., authorized to use 250 watts on 1200 kc., with amplifier stations to be located at Auburn, Whitinsville and Marlborough, Mass. The company is 100% owned by the R. C. Taylor Trust, of which Frank F. Butler, is trustee. Mr. Butler is also president of C. T. Sherer Co.; W. Robert Ballard, store management counsel, vice-president; Raymond A. Volz, store management counsel, treasurer.

The Cairo station was granted to Oscar C. Hirsch, who also owns KFVS, Cape Girardeau, Mo. It will operate with 250 watts on 1500 kc.

The Tuccoa station was granted to R. G. LeTourneau, wealthy manufacturer of road-grading machinery with plants in Peoria and Tuccoa. Mr. LeTourneau also is 20% owner of WHEB, Portsmouth, N. H., and is founder of the LeTourneau Foundation devoted to nonsectarian religious pursuits. The new Tuccoa station will operate with 250 watts on 1420 kc.

The Powell, Wyo. station was granted to Albert Joseph Meyer, local resident who for the last 14 years has been employed as a postal clerk. It will operate with 250 watts on 1200 kc.

Hearings Ordered

At the same meeting the Commission ordered hearings on the applications of Butler Broadcasting Co., Hamilton, O., headed by David Rosenblum, local department store owner, for a new station there with 250 watts on 1420 kc. Old Colony Broadcasting Co., Brockton, Mass., headed by Mark McAdam, Brockton police department radio engineer, and C. A. Lovewell, for 500 watts daytime on 1160 kc.; Worcester Broadcasting Co., for 250 watts on 1200 kc., with 100-watt amplifiers at Marlborough and Whitinsville, Mass. The latter company has as equal stockholders Easton C. Wooley, NBC public relations man; Joseph Katz, head of the Joseph Katz Agency; C. Bennett Larson, of Young & Rubicam, New York.

Also ordered for hearing at a Dec. 18 meeting was the application of Thumb Broadcasting Co., Brown City, Mich., seeking 250 watts daytime on 600 kc. World Peace Foundation, Oakland, Cal., seeking a new developmental broadcasting station, was denied a petition for rehearing of its application which had been turned down last Nov. 20.

WESTERN UNION in Philadelphia used radio for the first time in a number of years, taking two daily spots during December on WPEN to advertise the sale of a $5 book of stamps for the payment of telegram tolls. The spot series, in nature of a territorial test, was placed direct.

BROADCASTING

RADIO turned to the Army and the Army turned to radio for mutual benefit when MBS started its new *This Is Fort Dix* broadcast, heard at 2 p.m. Sundays. Among those at the New Jersey Army post for the opening were (l to r) Julius F. Seebach Jr., vice-president of WOR; Ben Gross, *New York Daily News;* Arthur Miller, *Radio Guide;* Capt. W. G. Cook, public relations officer of the 44th Division; S. J. Paul, BROADCASTING; Dave Driscoll, WOR special features director; Tom Slater, program producer and announcer; Capt. Dorsey Owings, Army Information Service; Brig. Gen. Clifford R. Powell, commander of 44th Division and the post; Allan Finn, *Newsweek;* Jo Ranson, *Brooklyn Eagle;* Benn Hall, *Radio Daily;* Lieut. Richard Bard, assistant post publicity officer; Maj. Aage Woldike, post public relations officer.

Three of the above Army intelligence officers were connected with radio before entering the service, and they relaxed after the program by reading their favorite trade journal. They are (l to r) Lieut. Bard, formerly of WNEW, New York; Capt. Cook, formerly of WGR and WBEN, Buffalo; Capt. Owings of the Army Information Service.

Recruiting Tangle Brings Warnings

Army Declines to Uphold Act Of National Guard Officer

A WORD of caution for Army recruiting activities by radio stations was sounded Dec. 19 by the War Department and the NAB after an Eastern station had inadvertently become involved in a misleading recruiting representation. Although expressing gratitude for stations' successful cooperation in recruiting, the War Department indicated there was need for extreme care on the part of operators in order to escape the possibility of giving listeners wrong impressions about military service.

The precaution was sounded after an eastern station had reported to NAB headquarters in Washington that it had been caught in the center of a misunderstanding involving the National Guard organization of the State and the U. S. Army. Acting upon the request of an officer of a National Guard unit, the station had conducted a radio campaign to recruit personnel for a band proposed to be attached to that unit.

A Hitch Develops

At the conclusion of the campaign, when recruits were completing their plans to enter active service, it was discovered that the proposed musical unit could not be provided for in the budget of the National Guard organization. Also it was revealed that since the particular Guard unit had not been called up for active service, the band could not be supported as a unit of the Federal military establishment. Subsequently it developed there would be little likelihood of establishing the band, even when the Guard unit was called to active service.

In making its appeal for an interpretation or solution of the situation, the station explained that it found itself in the position of having relied on the official note of the National Guard officer's request for aid in the band campaign, inadvertently representing to its listeners an opportunity that did not exist in fact.

Expressing "sympathetic interest" in the problem through the NAB, the War Department noted that it was one between the station and the National Guard organization and did not involve the regular Army, since the unit was not in active service. The Department recommended that the station contact the regular Army recruiting office and request that it endeavor to fill demands for musicians in regular Army service from the volunteers gathered through the radio campaign.

BURIED IN TITLES

WNOX Announcer Gets Honors From Local Groups

ALL KINDS of things have happened on anniversaries and still more things have happened to anniversaries of man-on-the-street programs. But Lowell Blanchard of WNOX, Knoxville, thinks he has something different to talk about. Blanchard celebrated Dec. 19 the first anniversary of his broadcast, *Curbstone College,* sponsored by the JFG Coffee Co. Shortly after the broadcast began News Editor Tys Terwey took the "mike" with the assertion that Blanchard should have a rest.

Terwey then introduced Mayor Fred L. Allen, who officially named Blanchard as honorary Mayor of the city for the day. Next, Safety Director Lynn Bomar appointed Lowell a captain of the Police Department. Then to top things off, a certificate was presented by Superintendent of Schools Harry Clark, conferring upon the now dazed Blanchard the degree of "Doctor of Curbstone Spelling," in recognition of his work in advancing interest in education.

CALLED up for active duty Jan. 16 as a second lieutenant at Fort Sam Houston, Tex., Stanley Vainrib of the announcing-producing staff of WCSC, Charleston, S. C., has arranged to write a five-minute daily letter to the station's audience to be carried under the title *A Reserve Officer on Active Duty.*

NEWS SUBSCRIBERS REACH 726 TOTAL

PRACTCIALLY every broadcasting station now on the air subscribes to one or the other of the news services, according to a compilation prepared for the 1941 BROADCASTING *Yearbook* Number, now in process of publication. In all, 726 stations subscribe to one or more services such as Associated Press, International News Service, Transradio Press and United Press. There are 882 stations operating or authorized for construction in the United States, 77 having been authorized during 1940—and many of these are not yet on the air.

The *Yearbook* compilation shows AP now serving 119 stations and having exchange of news agreements also with the major networks. INS has 156 station subscribers including one in Alaska and one in Mexico plus the Yankee-Colonial and Don Lee Networks. Transradio's station clients total 161; in addition 29 stations in Canada report they take TP. United Press serves 400 stations.

Stahlman Wants Station

FORMERLY a bitter opponent of radio, the onetime president of the American Newspaper Publishers Assn., James G. Stahlman, publisher of the *Nashville Banner,* is chairman of the board of Nashville Radio Corp., a newly formed company which has applied to the FCC for a new 1,000-watt station in that city on 1380 kc. President of the company is Silliman Evans, publisher of the *Nashville Tennessean.* Their newspapers, while separately operated, are published in a joint plant.

KELVIN TRAYNOR, 31, former announcer of CFCN, Calgary, Alta., is "missing and believed drowned" in the sinking of the Canadian freighter *Lisieux,* it was announced in December. He left Calgary a year ago to join the merchant marine at Vancouver, after being a radio announcer in Calgary for 10 years. He was born in Vancouver, is survived by his widow in Calgary.

1941 JANUARY 1941
1941 FEBRUARY 1941
1941 MARCH 1941
1941 JULY 1941
1941 APRIL 1941
1941 OCTOBER 1941
1941 NOVEMBER 1941
1941 DECEMBER 1941
There's Only ONE 1941

And there's ONLY ONE radio station that blankets the Nation's 17th largest market

that's **WGBI**

DECEMBER • JANUARY • FEBRUARY • MARCH • APRIL • MAY • JUNE • JULY • AUGUST • SEPTEMBER • OCTOBER • NOVEMBER

TIE your 1941 advertising plans in the nation's 17th market to WGBI and you're in for a happy and prosperous New Year. That's matter of fact. For WGBI is the only regional or clear channel station serving the 652,000 persons in this prosperous Scranton–Wilkes-Barre Market. It's the only station heard throughout this market. Daniel Starch and Staff discovered that 98% of the daytime listeners and 96% of the nighttime listeners in the biggest county in this market tune (and stay tuned) to WGBI.

A CBS Affiliate
880 kc • 1000 WATTS DAY
500 WATTS NIGHT

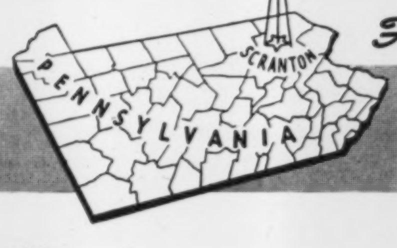
WGBI
SCRANTON, PA.

JOHN BLAIR & COMPANY
National Representatives

THE VALUE OF INFORMATION IS MEASURED BY ITS RELIABILITY

SCRANTON BROADCASTERS, Inc.

Frank Megargee, **Pres.**


SCRANTON
PENNSYLVANIA

Protests on 830 kc. Decision Portend Fight to Guard Clears

Group of I-A Stations Seeks Right to Intervene in WHDH Case in Effort to Argue Entire Issue

PORTENTS of a vigorous battle to thwart the plan of a majority of the FCC to break down clear channels through East-West Coast duplications were in evidence during the last fortnight with the filing of petitions with the Commission to block the breakdown of the 830 wave, on which KOA, Denver, is dominant station, through granting of fulltime to WHDH, Boston.

The first attack came with the filing of a petition by 14 Class I-A stations, occupying 13 channels, to intervene in the KOA-WHDH proceedings. Formerly known as the Clear Channel Group, these stations sought permission to file exceptions to the majority proposed opinion and to argue orally before the FCC the whole issue of clear-channel coverage. NBC, licensee of KOA, also filed an intervention petition, but asked that the WHDH application be dismissed.

Strong Dissent

In its proposed decision announced Dec. 6, the FCC majority advocated granting of the WHDH application for fulltime on 830 kc., with 5,000 watts. The channel is specified as a clear wave, unduplicated at night, in the FCC rules, and the majority proposed amendment of the existing rules to reduce the number of Class I-A channels from 26 to 25. Voting in favor of the proposed decision were Commissioners Walker, Thompson and Payne. A strong dissent was filed by Commissioners Craven and Case, with Chairman Fly not participating.

The proposed decision was seen as the forerunner of a long predicted effort by the FCC majority to break down virtually all clear channels through East-West Coast duplication and possible placement of a third station in between the coastal outlets [BROADCASTING, Dec. 15].

Stations participating in the clear channel group intervention petition are KFI, WSM, WLW, WGN, WSB, WJR, WBAP, WFAA, WHAS, WWL, WLS, WHO, WHAM, WOAI. Louis G. Caldwell, Washington attorney, filed as counsel for the group. The NBC petition was filed by Philip J. Hennessey Jr., counsel for KOA.

The clear-channel group supported the minority report of Commissioners Craven and Case. They supported the contention that the proposed grant should be denied because it is inconsistent with the rules allocating specific channels and unduplicated operation at night.

It was also held that the WHDH application, when originally filed in 1938, contained no request for amendment of the clear-channel rule, to reduce the number of such channels. At no time since, it was contended, has there been any request for such an amendment but, on the contrary, WHDH "regularly and consistently expressly negatived any intention to make such a request or to seek such amendment".

The proposed decision of Dec. 6 was the first action in the case which in any way sought to reintroduce the issue of amendment of the rules, according to the petition. The clear-channel stations said their petition to intervene is in the public interest because the issue involved is tremendously important to the maintenance and future improvement of broadcast service over large areas of the country, particularly in rural or sparsely settled regions.

Deemed Ineligible

NBC, in its petition for KOA, brought out that the station has operated as a clear-channel outlet since 1928. The WHDH application, it was argued, is ineligible under the Commission's rules governing clear channels. KOA explained that it sought to intervene in the proceedings in 1939, but that the petition was denied by order of Commissioner Payne and a petition for review of the Payne action was subsequently denied by the Commission. A motion to dismiss the WHDH application, filed later, also was denied.

Granting of the WHDH application as proposed by the FCC majority, NBC contended, would cause interference to KOA's signal; violate the FCC rules as well as the terms of the Havana Treaty reallocations; result in modification of the Commission's regulations without having afforded KOA an opportunity to be heard, contrary to the Communications Act; result in a degradation of service which would be prejudicial to the priority rights in the United States on this channel; constitute a change of policy and a new kind of use of frequencies; and be contrary to the standard of public interest.

Commissioner T. A. M. Craven, presiding at the Motions Docket Dec. 21, granted both the clear-channel group and NBC a postponement until Jan. 15 on action on their petitions after referring them to the FCC for action. The Commission, he explained, does not plan to meet again until Jan. 7.

M-K Disc Series

MANTHO-KREOAMO Co., Clinton, Ill. (M-K For Colds), on Dec. 18 started a schedule of five-weekly one-minute transcribed announcements on KXOK, St. Louis. On Nov. 18 firm started the same schedule on WLS, Chicago, and WHBF, Rock Island. Station list will be expanded in the near future. Albert Kircher Co., Chicago, placed the account.

DWARFIES Corp., Council Bluffs, Ia. (cereal), is placing a series of 25 daytime announcements through Buchanan-Thomas Adv. Co., Omaha.

Called to Duty

MAJOR JOHN HOLMAN

Maj. Holman to Report For Signal Corps Duty

MAJ. JOHN A. HOLMAN has been called from his position as general manager of KDKA, Pittsburgh, to report for active duty with the War Department. He will leave Pittsburgh Jan. 17, reporting to the Chief Signal Officer. No decision has yet been made as to his successor, according to Lee B. Wailes, manager of broadcasting for Westinghouse Radio Stations, Inc., Philadelphia.

Maj. Holman was attached to the public relations staff during the Army maneuvers last summer at Ogdensburg, N. Y. He arranged and supervised broadcasts originating in the maneuver area. In the World War he was on the Chief Signal Officer's staff as telephone plant engineer and since that time has kept an active interest in military affairs as a member of the Signal Corps Reserve.

KXOK Now Basic Blue; KWK Transfers to MBS, Bringing Network to 168

MAKING effective plans devised several months ago, two St. Louis outlets begin operation with new network affiliations as of Jan. 1. Coincident with its relinquishment of affiliation with NBC-Blue, KWK became a basic MBS outlet, while KXOK took over the basic Blue affiliation.

KXOK recently switched from 1250 to 630 kc., with 5,000 watts day and night. KWK, a pioneer St. Louis outlet, now operates on 1350 kc. and holds a construction permit for 5,000 watts fulltime. It is an applicant for 50,000 watts on 680 kc., however.

* * *

FIVE new stations in Louisiana, Tennessee and Alabama also join MBS on Jan. 1, raising the total of Mutual affiliates to 168. Stations are WNOE, New Orleans; WMOB, Mobile; WHBB, Selma, Ala.; WDEF, Chattanooga, and WBIR, Knoxville.

GEN. BAKING BUYS QUAKER NET TIME

GENERAL BAKING Co., Philadelphia, is the second national advertiser to contract for the Quaker Network, Pennsylvania regional directed by Roger W. Clipp, general manager of WFIL, Philadelphia, key station.

Through Ivey & Ellington, Philadelphia agency, the baking company, for Bond Bread, is sponsoring a musical variety *Breakfast Gang*, started Dec. 30, Monday through Friday, 9 a.m., for a quarter-hour. In addition several Southern stations in the company's sales area will be added to the Quaker Network to make it a total of 15 stations, most of which carried NBC's *Breakfast Club* until Dec. 28 when it returned to a sustaining basis because of the AFM ruling against network participating shows.

The contract, which calls for an expenditure of over $200,000 on the Quaker Network, was initialed and the program auditioned at the WFIL studios on Dec. 18 at a meeting of 38 General Baking district managers, agency officials and studio executives. Representing the baking company were Richard F. Meyer, general manager; A. Waldron Stone, advertising director; John Hagy, Pennsylvania division manager. In September, Fels-Naptha became the first national advertiser to utilize the facilities of the regional network, using eight stations of the group in eastern Pennsylvania for a daily *Golden Bars of Melody* program.

The *Breakfast Gang*, built by James Allan, WFIL program director, features Bert Parks as m.c.; vocals by the Dalton Boys, Frances Bishop, Dick Wharton and the Rhythmettes, and a 14-piece orchestra directed by Norman Black, WFIL musical director.

Tony Wheeler, WFIL staff announcer, will handle the show with local announcers on the network cutting in for the commercial announcements. Stations carrying the show include WFIL, Philadelphia; WEST, Easton; WSAN, Allentown; WEEU, Reading; WORK, York; WGAL, Lancaster; WSNJ, Bridgeton; WTNJ, Trenton; WDEL, Wilmington; WKBO, Harrisburg; WBAB, Atlantic City; WMAL, Washington; WTAR, Norfolk; WPID, Petersburg; WRNL, Richmond.

RKO Plans Film Tieup For 'Scattergood Baines'

IN ONE of the largest commercial tieups ever made, Wm. Wrigley Jr. Co., Chicago (Spearmint gum), sponsoring the five-weekly quarter-hour program *Scattergood Baines* on 76 CBS stations, has worked out a deal with Pyramid Pictures Corp., and RKO for exploitation of the motion picture by that title now being produced by the latter companies.

Under the arrangement Wrigley will spend $280,000 for 1,400,000 theatre tickets. These will be distributed to 700,000 gum dealers throughout the United States for admission to theatres when the picture is released. As further exploitation, starting Jan. 6 the picture will be plugged consistently for 20 days on the five-weekly program. The tie-in will be made with the daily script. Guy Kibbee is featured in the film version.

FROM THE MUTUAL DON LEE BROADCASTING SYSTEM...

Happy NEW Year!

DON LEE'S INCREASED FACILITIES MEAN NEW OPPORTUNITIES FOR ADVERTISERS...

NEW STUDIOS

Don Lee's brand-new, $500,000, Hollywood studios include new equipment, increased facilities for program production and three auditoriums for audience participation.

NEW COVERAGE

Don Lee adds two new stations to guarantee complete coverage.* More than nine out of every ten Pacific Coast radio homes are within 25 miles of a Don Lee station.

**Latest figures show Pacific Coast population increased to nearly 10 million!*

NEW POWER

Power increases to 5000 watts full time on three Don Lee key outlets–Los Angeles, Portland, San Francisco–further insure Don Lee's dominance in these major markets.

NEW BUSINESS

Don Lee chalked up a 78% increase in regional business over last year ... more than *twice* as *much* as *all other Pacific Coast networks combined.* Advertisers know Don Lee coverage pays–at the cash register.

MUTUAL DON LEE BROADCASTING SYSTEM

5515 MELROSE AVE., HOLLYWOOD, CALIF.
THOMAS S. LEE, *Pres.*
LEWIS ALLEN WEISS, *Vice-Pres. and Gen. Mgr.*
JOHN BLAIR & CO., NATIONAL REPRESENTATIVES

THE NATION'S GREATEST REGIONAL NETWORK

Poke at Petrillo By Rep. Hoffman

SPEAKING sharply of AFM President James Petrillo's recent move to prevent service bands from broadcasting, Rep. Hoffman (R-Mich.) on Dec. 19 carried the squabble to the floor of the House of Representatives. Commenting that "a man can still be conscripted without joining and paying an initiation fee," Rep. Hoffman observed in whimsical vein:

"Many people have assumed that Army bands could play when and where the Army desired. Some of our citizens are so naive as to have believed that broadcasting was under the jurisdiction of the FCC. Now we learn that the 'big boss' is, or at least so he thinks, Mr. Petrillo.

Tooter of Horn

"It might be well for the Government to adopt the language of Mr. Petrillo with reference to the activities of some of these gentlemen. He said: 'I can't let them run wild. There is no telling where this thing might end.' How would it be for the Army and the Navy to get together with the FCC and tell Mr. Petrillo to toot his own horn, as least insofar as the Army and Navy bands were concerned?

"Suppose, as in the olden days, the Army depended on bugle calls; that a war was on and that a charge or retreat was to be ordered, the orders transmitted through the bugle. Would the Army officer be able to give the order without first seeing Mr. Petrillo? And what a mess we would be in if Mr. Petrillo or his business agent did not happen to be on the field of battle. There the Army would be, all tied up, the commanding officer unable to tell it whether to go forward or backward until he had heard from Mr. Petrillo."

BAUKHAGE, NBC Washington commentator, is now columning for the Western Newspaper Union, a syndicate serving 4,000 country newspapers.

Dispute Over Service Music Settled; No Union Musicians Will Be Dropped

FOLLOWING conversations involving the national networks, the War Department and the American Federation of Musicians and its president, James C. Petrillo, the question of when and where military bands may play for broadcasts appears to be settled once and for all. Under the accord reached, with networks giving assurances no union musicians would lose work because of broadcasts by service bands, the AFM agreed to allow military bands and other service musical organizations to participate in broadcasts from training camps.

The Army Objects

The agreement climaxed a heated controversy arising after Petrillo had refused to allow the 104th Engineers Regiment band to appear Dec. 15 on the first of a WOR-MBS series originating from Fort Dix, N. J. Stymied by the Petrillo ban, producers of the new series eliminated the band's participation in the initial program from the training camp and substituted bugle calls and solo musical numbers by camp talent.

The following day, after quick protests from Army officials, Mr. Petrillo conferred with officials of CBS, NBC and MBS, which agreed not to drop any studio musicians as a result of service band appearances on the air. After the conference, Petrillo issued a statement that service bands would be permitted to broadcast, so far as AFM was concerned.

Gen. Samuel T. Ansell, AFM general counsel, also met with officials of the War Department in Washington to discuss settlement of the dispute. The War Department cited its policy governing appearances by service bands, set out in 1936, and indicated that this policy still maintained [see story on this page].

While the initial program of the *This Is Fort Dix* series, heard on MBS Sundays, 2-2:30 p.m., was being set up, a release for the band's appearance was requested of Mr. Petrillo by Capt. William Cook, former announcer of WBEN, Buffalo, and public relations officer of the 44th Division aiding Thomas Slater, WOR announcer producing the series. In an ensuing exchange of letters Petrillo praised the idea of the service camp broadcasts, but held that the use of Army musical talent would throw union musicians out of work, finally stating that he would not grant the release.

Camp officials at Fort Dix were openly resentful of the Petrillo ban. Maj. Gen. Clifford R. Powell, commanding general of the post, declared the controversy was "entirely a matter to be straightened out between the union and the broadcasters", but at the same time he stated, "We have 11 excellent bands at this post and scores of good musicians, and the folks at home are entitled to hear them. They are a part of our military organization."

After conclusion of the incident, it was pointed out by one observer that even if the ban had remained in effect, it would have made little difference in the musical content of the programs, since most martial music played by the service organizations is controlled by ASCAP and automatically would be off the networks Jan. 1.

* * *

Army Regulations

APPEARANCES by U. S. military bands are rigidly controlled in accordance with a statement of policy set out Oct. 14, 1936, by order of the Secretary of War. The War Department policy, effectively prohibiting service bands' participation "on purely civil occasions," remains today the same as in 1936, it was stated. Text of the policy, as enunciated in 1936, follows:

A. Bands or individual musicians may be furnished on the following occasions without a release, since no competition is involved:

(1) All military uses and occasions; that is, whenever and wherever a service band functions as part of the nation's military forces.

(2) All uses upon military and naval reservations, military and naval vessels, and other places or circumstances where a band is on duty with service forces.

(3) Official occasions attended by the superior officers of the Government and of the Army, Navy and Marine Corps in their official capacities and in the performance of official duties; but such occasions do not include social occasions and entertainments, such as dinners, luncheons, etc. given by civilian or civic associations with such officers as guests.

B. Bands or individual musicians will not be furnished on the following occasions, even though a release is submitted:

(1) For civic parades, ceremonies, expositions, regattas, contests, festivals, local baseball or football games, activities or celebrations, and the like.

(2) For the furtherance, directly or indirectly, or any public or private enterprise, functions by chambers of commerce, boards of trade and commercial clubs or associations.

(3) For any occasion that is partisan or sectarian in character or purpose.

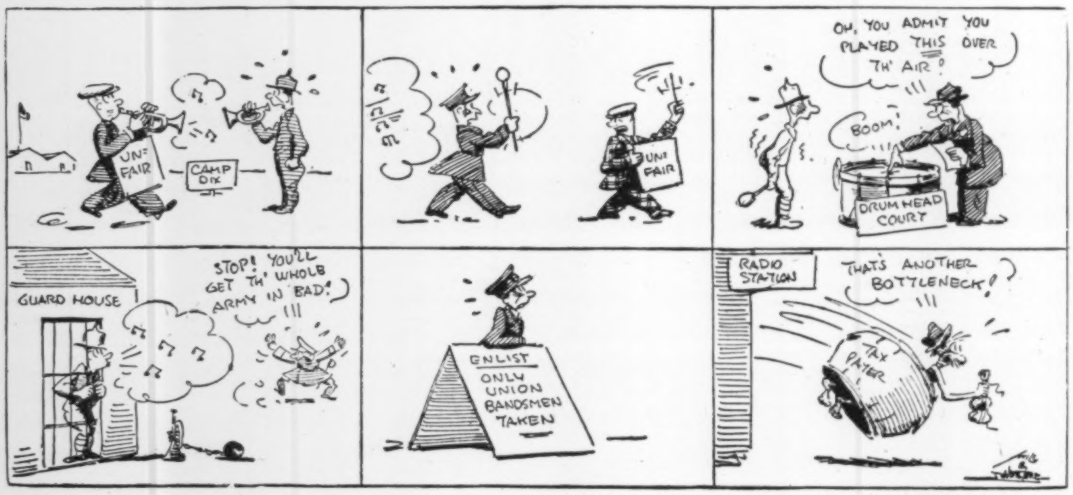
(4) For civilian clubs, societies, civic or fraternal organizations.

(5) For so-called charitable purposes of a local, sectarian, or partisan character or any so-called charity that is not of the national character.

(6) Any occasion where there will in fact be competition with civilian musicians.

C. Bands or individual musicians may be furnished, after a duly executed release has been secured from the American Federation of Musicians or its authorized local representative on occasion of a national, non-partisan, non-sectarian, patriotic character, or for musical programs at any United States hospital, for the entertainment of its inmates, or for charities and benefits, such as the Army Relief, or the American Red Cross. Under the same conditions, bands may be furnished, without remuneration, for public concerts of a community, and at community hospitals when the music, in both cases, is solely for entertainment and no admission fees are charged.

NO MUSIC IN THE AIR


UNFAIR
CAMP DIX
UNFAIR
OH, YOU ADMIT YOU PLAYED THIS OVER TH' AIR?
BOOM!
DRUM HEAD COURT
GUARD HOUSE
STOP! YOU'LL GET TH' WHOLE ARMY IN BAD!
ENLIST
ONLY UNION BANDSMEN TAKEN
RADIO STATION
THAT'S ANOTHER BOTTLENECK!
TAX PAYER

Reprinted with permission from *New York World-Telegram*

NEWS ITEM: "James C. Petrillo, head of American Federation of Musicians, stipulates how Camp Dix band may broadcast so that his union musicians will not be out of jobs."

Kellogg Spots on 25

KELLOGG Co., Battle Creek (breakfast foods), has placed on 25 stations, starting Jan. 6, one-minute transcribed announcements for All Bran. Announcements, heard twice a day, five days a week, have also been placed for Pep on the same number of stations. Sponsor has also purchased two chain breaks a day on WOR, Newark, for All Bran. Kenyon & Eckhardt, New York, is agency.

Ronson List

ART METAL WORKS, Newark (Ronson lighters), are using a series of both live and transcribed five-minute dramatic sketches and 30-50 word one-minute spot announcements on the following stations: WJZ WQXR KNX KPO WMAQ WNAC WJR WCKY CFCN CJOR CKY CHSJ CKCO CFRB CKCL CFCF CKAC CHRC. Agency is Cecil & Presbrey, New York.

Lorillard Buffalo Test

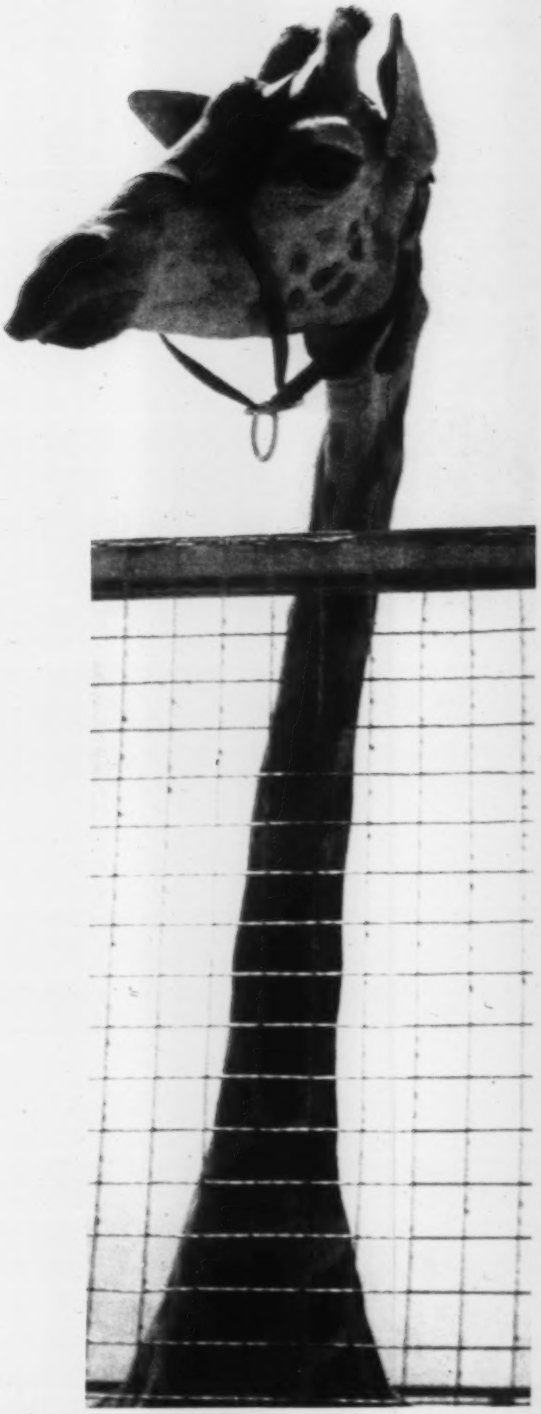
P. LORILLARD & Co., New York, has started sponsoring *Buffalo Speaks*, recorded interviews with local personalities, on WBEN, Buffalo, as a test for the new King Size Beechnut cigarettes. The program is handled by Jim Wells, who interviews Buffalo people in all walks of life, using portable transcription apparatus. Agency is Lennen & Mitchell, New York.

WRVA GIVES YOU THE EXTRA LONG REACH

WHICH BRINGS RESULTS IN BOTH RICHMOND AND NORFOLK, VIRGINIA! CBS AND MUTUAL. 50,000 WATTS DAY AND NIGHT.

C. T. LUCY
General Manager

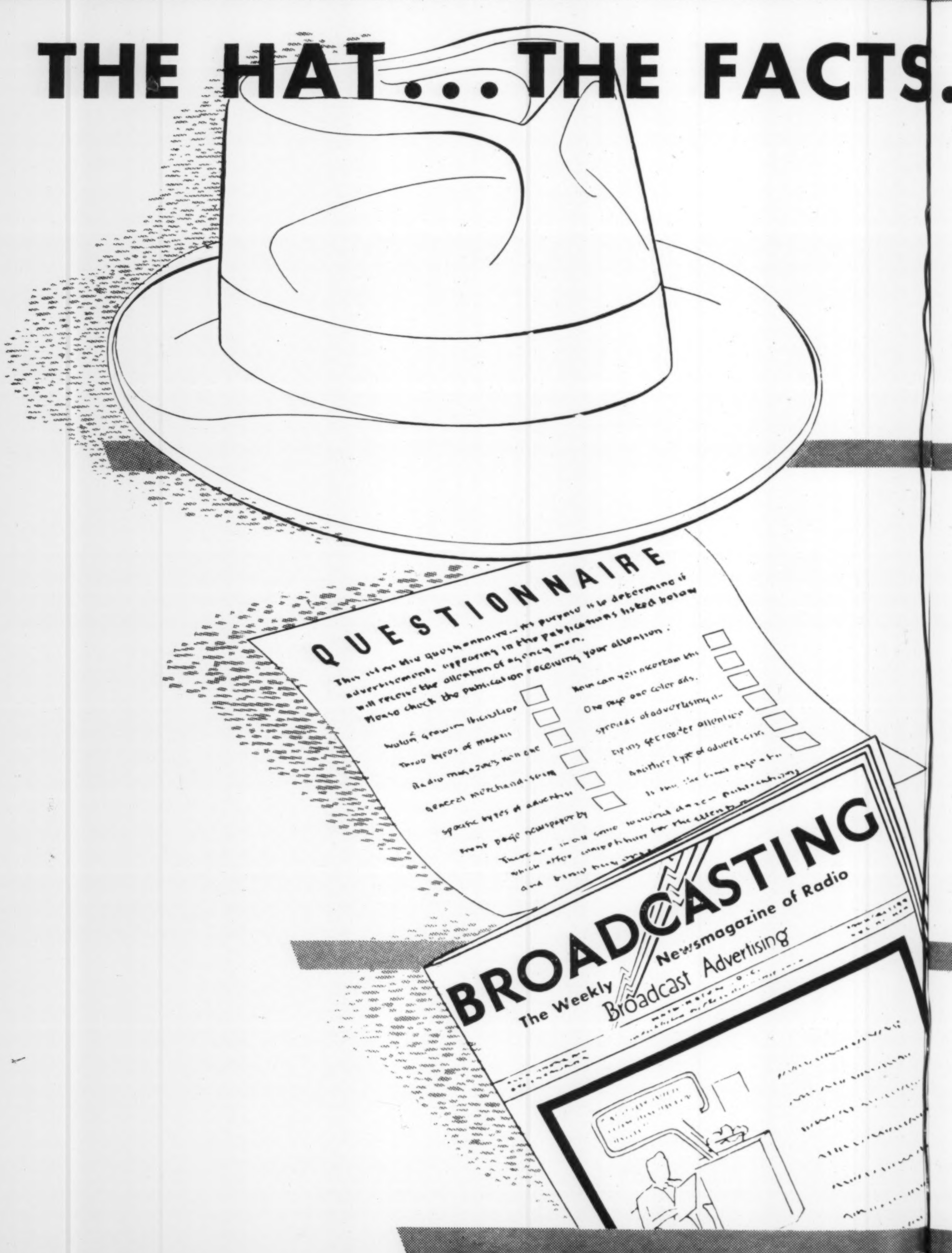
PAUL H. RAYMER CO., National Representative



CBS WRVA 50,000 WATTS MBS

RICHMOND "VIRGINIA'S PREMIER RADIO STATION" NORFOLK

THE HAT . . . THE FACTS.


QUESTIONNAIRE
BROADCASTING
The Weekly Newsmagazine of Radio
Broadcast Advertising

S . . . AND THE WEEKLY

THE HAT: The manager and commercial manager of the Chicago station* were in a fact-finding mood when BROADCASTING's man arrived. Sure, they were interested in trade paper advertising. But they wouldn't concede that BROADCASTING or any other publication was "tops" for station advertising value until they found out for themselves. BROADCASTING's man offered to bet one Stetson that any survey to determine radio news reading preference among advertising agency executives would prove BROADCASTING the winner. The bet was accepted.

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* Name and additional data on request.

THE FACTS: Questionnaire letters were mailed to 71 selected top-flight agency radio executives, asking in which of seven listed advertising trade publications "our advertisements would most likely be seen by you". Sixty replies were received. BROADCASTING's man won the hat . . . BROADCASTING WON THE SURVEY.

MORE FACTS: (1) *Transcription Company Survey.** 1000 national advertiser and agency executives were picked at random from McKittrick's. BROADCASTING got nearly as many votes as the second, third, fourth, fifth and sixth choices combined. (2) *Station Representative Survey.** BROADCASTING was the dominant first among three leading advertising trade publications carrying this firm's campaign. (3) *West Coast Station Survey.** BROADCASTING was voted the No. 1 MUST MEDIUM for radio station advertising by agency executives the country over. Twelve magazines were included.

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* Names and additional data on request.

THE WEEKLY: When BROADCASTING goes Weekly January 13 its value soars even higher as the No. 1 medium for radio station advertising. The Weekly is tailor-made for advertiser and agency readership. Expanded news, increased staff, new agency and advertiser features, new index page, more success stories . . . all these guarantee BROADCASTING peak preference among the men who buy time. For you that means . . . buy BROADCASTING in 1941.

The 1941 Business Outlook: Survey of Key Centers

PHILADELPHIA

WITH almost one-seventh of the defense work of the nation concentrated in the Philadelphia area, radio looks forward to the biggest year in its history in 1941. That prediction comes on the heels of the biggest year in the history of Philadelphia radio.

According to all available estimates, radio billings for the six fulltime and four part-time stations in the Philadelphia area, including WIBG, Glenside, Pa., and WCAM, Camden, were approximately $3,000,000 for the 1940 year, approximately 25% of the total figure represents local advertisers.

Foresee 10% Gain

For the new year an increase of about 10% is expected, with local advertisers accounting for the heaviest share.

The fact that the National Advisory Defense Commission has awarded 1½ billion dollars in defense contracts, more than the geographical share, has pointed up employment and has brought about a new peak for building construction. Radio will thus enjoy an audience of industrial workers who must be at work before 8 a.m. An expansion of listening audience in the later evening hours is expected because many plants in the area are working on 16 and 24-hour shifts.

Defense orders in this territory are not expected to tie up factories to the exclusion of consumer goods. For the most part, defense orders are in the ship-building trades.

While there are no indications as yet of any new type of advertiser turning to radio for the first time because of the 1941 "boom", the biggest increase in radio budgets is expected from concerns selling commodities on the deferred-payment plan. Small loan companies have already increased their radio schedules, pointing out that when a person can look forward to a regular pay-check, the inclination is greater to borrow money in advance for long-deferred purchases of both essentials and luxuries. Moreover, the risk on the loan or purchase is minimized.

That the mail-order department of the local Sears-Roebuck plant is swamped with orders from the Eastern Seaboard is an indication, according to many agency executives, that the national defense effort has started a spending spree that may break records. The same optimism was manifested during the Christmas shopping period.

Amusement Business

To an appreciable degree, local amusement enterprises are expected to show up prominently in 1941 radio billings for the first time. Since radio remotes from amusement places are practically lacking, hotel rooms and night clubs have been spotty users of radio. Roller skating rinks use radio to the exclusion of newspapers. With money "freer", amusement interests will find a more compatible listening audience and already several stations have indicated that time-for-movie-swaps are contrary to station policy.

That radio advertisers must literally "stand in line" at the local stations is not merely "wishful thinking". The swing to radio gained its momentum in 1940 and will reach an unprecedented peak in 1941, in the unanimous opinion of both radio and agency forecasters. Greatest interest is centered on the coming summer. The belief that there must be a seasonal lull was blastd in 1940, when Philadelphia radio experienced its best summer in history.

SAN FRANCISCO

By J. CLARENCE MYERS

STATION managers in the Golden Gate city, who just one year ago predicted 1940 would be a record-breaker in business, saw that forecast come true, in most cases far beyond their fondest expectations. From every indication 1941 will be phenomenal.

"Commercial hours of operation were 23% ahead of 1939."

"Our station had the biggest 12 months in its 15-year history."

"We were 39½% over '39".

"Our agency placed 50% more radio time than we did in 1939."

"We bought six times as much radio in 1940 as we did in the preceding 12 months."

Those were but a few of more than a score of optimistic reports received from station managers, sales managers, station representatives, agency timebuyers and advertisers in the San Francisco area.

Not a Pessimist

There wasn't a pessimistic note among all of this group.

All agreed that the large national defense appropriations for the San Francisco Bay area—some $500,000,000—will reflect favorably on the business charts of the radio stations in added advertising appropriations. But that was not the sole reason for their optimism.

Rather it was based on success of a long campaign to prove radio the appropriate medium to move goods from shelves of department stores and other local merchants.

San Francisco has been notoriously slow in recognizing the potentialities of radio and it has taken a strenuous educational campaign, led by the four network stations, to break down that resistance. Only recently has it began to bear fruit. The final quarter of 1940 showed more department stores and specialty shops using radio than in the history of the medium here. A number of these stores, now completely sold on radio, have increased their radio budgets considerably for 1941.

The closer collaboration of press and radio in cooperative promotion likewise has added to the rosier outlook.

WITH RADIO'S deadline set as Jan. 1 on the use of ASCAP music, NBC is girding itself by cataloging many of the 250,000 available non-ASCAP compositions. Perusing a BMI arrangement of Franz Lehar's "Merry Widow Waltz", are (l to r) Harry Engel, Pacific Coast manager of Broadcast Music Inc., Martha Tilton, NBC Hollywood vocalist, and Alec Petry, in charge of the network's music rights department in that city.

As an example of the increase of local commercial production, Lincoln Dellar, general manager of KSFO, CBS affiliate, stated that his station in 1940 showed a 350% increase in commercial sale of local live talent over 1939.

"KSFO's local and regional business for 1940 showed an approximate 12% increase over the preceding year," Mr. Dellar stated. "And this was despite the heaviest network commercial schedule in our station's history. From present indications 1941 should show a better than 20% increase over 1940. To date every account but one now on our station has renewed its contract for the new year. We concentrated our efforts in building radio programs that were adaptable to local merchants and consequently cashed in heavily. We will continue this policy in 1941."

Still Behind

Al Nelson, who pilots KPO and KGO, the NBC Red and Blue outlets, maintains that the West is still far behind the rest of the nation in recognizing radio as an advertising medium. He stated that showmanship and the education of the local advertiser are beginning to reap rewards for the broadcasters here. He proved that point only recently when he staged a big broadcast production before 600 business leaders and signed a number of them on contracts afterwards, some of them entirely new to radio.

"The combined revenue increase for KPO and KGO in 1940 was 39½% over 1939 and was the biggest year in the history of these stations," Mr. Nelson stated. He added: "From present commitments our stations will show an increase over '40 of approximately 35½%.

"We expect our new million dollar NBC building, scheduled to be completed in September, will make all San Francisco more radio conscious than ever before. This will have its effect on advertisers which will help not only KPO and KGO, but every San Francisco station."

Consistently Upward

Ward Ingrim, Northern California sales manager for the Don Lee-Mutual network, and William Pabst, KFRC general manager, agreed that the new year will be a record-smasher for KFRC. "There has been a consistent upward trend for the past three months," Mr. Ingrim reported. "We look for this trend to mushroom in 1941, giving KFRC its best year. This station showed a 23% increase last year over 1939 in commercial time sold and an increase of 30% in revenue. Commercial originations for KFRC were way up over '39 and we anticipate an ever greater increase in the coming months.

"A number of the network's most important regional accounts, including Standard Oil Co., Langendorf Baking Co., Rancho Soups, Roma Wine Co., Roos Bros., are originating from San Francisco. The retail stores are enjoying a healthy situation and all advertising media will get the benefits."

Of the independents Philip G. Lasky, KROW; Ralph Brunton, KJBS; C. L. McCarthy, KQW, were highly optimistic for the coming season. Of the same mind were Harold H. Meyer, KYA, and S. H. Patterson, KSAN.

Mr. Lasky, whose station is in Oakland, across the bay from San Francisco, reported KROW had the biggest year in its 15-year history and that it is looking for an even greater increase during the next 52 weeks. Like some of the San Francisco managers, he has been engaged in a concentrated educational campaign among the local merchants to acquaint them with the possibilities of radio.

KQW, 50 miles to the south of San Francisco at San Jose, successfully went after accounts that had not used its medium, with the result it showed an approximate 15% increase in 1940 over the preceding 12 months. C. L. McCarthy, general manager, stated:

"Caterpillar Tractor Co. signed with KQW and is using radio in this region for the first time in eight years. Increased football and basketball schedules sponsored by Tidewater Associated Oil Co. and such new accounts as Los Angeles Soap, Par Soap, Folger's Coffee and Schillings Products, considerably increased the take for the year."

Timebuyers Busy

Marigold Cassin, radio director of Irwin, Wasey & Co.'s San Francisco office, stated she had contracted for six times as much radio during 1940 as in 1939. All contracts called for programs.

Frank Newton, radio timebuyer at Gerth-Knollin agency, said his firm placed at least 50% more radio last year than in 1939 and that many more accounts are contemplating use of the medium in 1941.

The cash volume of business placed by Beaumont & Hohman in San Francisco radio was greater in 1940 than in any previous year. The agency anticipates an even better year in 1941, according to Richard Holman, radio director.

Similar reports came from McCann-Erickson, one of the largest buyers of radio time; Lord & Thomas, Brisacher, Davis & Staff, Allied Advertising Agencies, Botsford, Constantine & Gardner, Sidney Garfinkel, Long Advertising Service, J. Walter Thompson and others.

The general business trend in the San Francisco area is indicated in the Federal Reserve Bank of San Francisco report which showed that department stores had a sales gain in November of 12%, the best of the year. Apparel stores showed a 14% increase in dollar amount compared with November, 1939.

Comedy Now Dominates Maxwell House Series

WITH Dick Powell having withdrawn as m. c. and featured vocalist, General Foods Corp., New York (Maxwell House coffee), has revamped its weekly half-hour *Maxwell House Coffee Time* heard on NBC-Red. There will be less vocal music and more stress on comedy. Inability to agree with Benton & Bowles on terms of his contract renewal, was reported in Hollywood as reason for Powell's withdrawal.

Mary Martin, featured with Powell in vocal numbers, also withdrew on plea of wishing to devote more time to film work. Frank Morgan, M-G-M comedian, rejoins the cast Jan. 1. Fanny Brice and Hanley Stafford continue their Baby Snooks and Daddy skit, with Meredith Willson as musical director. Maxwell House Chorus also remains and Don Wilson announces. Mann Holliner is agency producer, with Dave Elton representing NBC.

DETROIT

RADIO prospects in the Detroit area are bright, but tinged with uncertainty.

Stations, representatives and advertising agencies are of one voice in reporting the outlook to be excellent. However, nearly all of them qualify their remarks with a substantial "if", and the "if" invariably refers to the war and its effects on the internal economy and production program.

Naturally the automobile industry is the focal point of Detroit thinking, and the auto industry is especially vulnerable to the implications of the defense program. As the turn is made into 1941, auto production is at one of its highest rates on record, and through the fourth quarter of 1940 sales records were set at retail for that period.

Priorities?

Ostensibly the picture is one equivalent to the banner showing of 1937. But a large and black shadow is cast by the possibility that priorities of materials or men or both may impair output. In such a case auto manufacturing might shrink to very small levels. There was a general concensus that if this occurred—some thought spring might see such a condition—that advertising budgets would be curtailed in line.

An opposite viewpoint to this was expressed late in 1940 by an official of Pontiac Division of General Motors, who said that in no case would advertising be cut down. However, this appears to be a minority rather than a general viewpoint.

Meanwhile, station representatives report a slightly larger number of inquiries than usual from this area in regard to available time, and they say that other such signs point to an excellent year—perhaps one of the best in radio history.

CALLED to active Army duty for a year starting in January, this trio of staff members of KROY, Sacramento, Cal., are claimed to constitute some sort of service record for the station. Members of the 184th Infantry of the California National Guard, the three have been assigned to Camp San Luis Obispo. They are (l to r) John E. Ehrhart, KROY salesman; Elton H. Rule, public relations and sales promotion manager, and Robert B. Scott, salesman. As a going-away token the station presented each of the three with a two-week vacation in December, along with a month's advance salary and assurance their positions would be waiting upon their return. While in camp Mr. Rule will use a portable recording setup to transcribe two quarter-hours weekly on KROY—man-on-street interviews with trainees from the Sacramento area, under sponsorship for the year by Sears, Roebuck & Co.

As for the radio stations themselves, managers in this area assembled late in December at Detroit for a BMI meeting and had a fairly common viewpoint—that the situation now was good, that immediate prospects were good, and that continuation of the prospects would depend on continuation of the war, on the turn of British fortunes, and on the further development or curtailment of defense measures. The feeling appeared well developed that the defense program is a stimulation of the first degree, amplification of what would react to general business benefit and narrowing of which would reduce economic activity.

Local Business Boom

One development appears fairly positive in the Detroit area: Local radio advertising appears positive to increase. This again stems from defense plans. In Detroit today are set up factory facilities to put to work by midsummer about 100,000 men—jobs which for the most part never before existed. It is expected that employment indexes will soar far over previous all-time highs. Retailers are already laying plans to seek the added business which will be available in Detroit.

In this connection the remarks of Ivan Frankel, time buyer of Simons-Michelson Co., are illuminating. The agency is understood to be the largest buyer of retail time in Detroit. Said Frankel:

"Retailing indexes are bright, and there is a growing confidence in radio to do a retail selling job."

He went on to declare that in Detroit and the Detroit area alone his agency had placed about $250,000 in time business during 1940—an advance of 50% from the previous year's total. He added: "We expect to increase this figure another 50% during 1941."

Automobile companies, infrequent users of radio in the past few years, appear to have little in prospect in the way of new network shows, but they appear thoroughly satisfied with what they now have. The *Major Bowes* show for Chrysler, and the *Sunday Evening Hour* for Ford, move into 1941 behind a full head of sponsorship satisfaction.

Meanwhile agencies and representatives are driving home to their automotive clients the fact that with the new surtaxes in effect advertising can be bought actually for about 50 cents on the dollar—declaration based on the fact that if the money were not spent it would be cut in half by excess profits taxes. Whether this will have an effect on spot radio buying by the major automotive advertisers remains to be seen, but it appears that the thought is having good circulation and is causing at least a good deal of thinking.

ARCH OBOLER, Hollywood writer-producer of the NBC *Everyman's Theatre* series, sponsored by Proctor & Gamble Co., (Oxydol), is being featured in a Pathe News Picture People short. Film is based around a hilarious rehearsal of his original play, *The Storm*, which featured Charles Laughton and Elsa Lanchester. The Rudy Vallee-John Barrymore feud, featured on the NBC *Rudy Vallee Show*, sponsored by National Dairy Products Corp., (Sealtest), is also the basis of a Pathe short.

CANADA

By JAMES MONTAGNES

THE YEAR 1941 is going to be better than 1940.

The war has not curtailed radio advertising appropriations; rather it has boosted them.

War taxation and war industries have not had any curtailing effect on the use of radio as an advertising medium.

Radio stations in the Dominion cannot find enough time to sell, are turning away advertisers.

These are the facts gleaned from a poll of radio station owners, advertising agency executives, and station representatives from all parts of Canada.

Canada's experience is of double interest to United States radio executives, as a forecast of what may happen in the United States. Canadian war industries are now running in practically high gear, war taxation has been put on the books, and the Government is waging a campaign to curtail expenditures for non-essentials. Yet despite these factors Canadian stations are booked solid with commercial business and continue to receive queries for time from advertisers who have never used radio.

Business is very good, all executives stated. All expect it to be better in 1941, quite a bit better, some feel. Most expect it to stay even with 1940 or improve slightly. The most pessimistic look for only a small drop in business, so slight as to make hardly any difference. All decry the shortage of available time and expect the situation to become worse in 1941.

Network Shows Double

These forecasts apply to spot announcements, spot business in general and networks.

In the network field talk of forming a second national network has been revived. This network would take care of the growing number of advertisers being turned down because the present Canadian Broadcasting Corp. national network is full, even turning down sponsors. The number of network shows has doubled in 1940 over 1939.

Practically every agency executive told of requests for time from advertisers who did not use radio in 1940, and some stated a number of advertisers are increasing their 1941 appropriations. Under rulings of the Dominion Department of National Revenue, advertising appropriations for income tax purposes may be increased by the normal amount, this ruling having been issued because of the wartime increases in corporation income tax and excess profits tax (75% if earnings exceed the past four-year average).

An increasing use of radio is foreseen by manufacturers of electrical appliances, automobiles, radio receivers, and other merchandise which in the past has relied mainly on visual appeal. With the "freezing" of new models by Government order of Dec. 2, 1940, advertisers of these lines must rely less on eye appeal when the picture

(*Continued on page 34*)

THE BUSINESS OUTLOOK: LOS ANGELES

(*Continued from page 11*)

cluded in most of these advertising appropriations.

Although cautioned to "soft pedal" comment, agency men also pointed out that manufacturers and retailers, with the excess profits tax in mind, are increasing advertising budgets and radio is to get its share of that money. Also to be taken into consideration are the recent census figures which give the Pacific Coast a decided increase in total population, with California, Washington and Oregon showing an addition of 20% over the report of 1930. California has had the greatest population increase, with the figure reported as 6,907,387. Los Angeles county alone has 2,785,643 of that total. These figures, agency men declare, must be held in mind when judging increased consumer capacity and planning advertising campaigns.

Retail Sales Up

Further attention is called to the fact that retail sales on the West Coast for October 1940 were 10% higher than the same period in 1939. New passenger car registrations for October reached a new high, showing an increase of 26% for the first three quarters of 1940. General index figures show the increased tempo of manufacturers and retail sales. It must also be remembered that tourist trade is California's second largest industry, with more than two billion dollars brought into the state annually by visitors. The anticipation for 1941 is even greater.

With such prospects of prosperity, and barring the United States involvement in a foreign war, executives of Los Angeles and Hollywood agencies and those of stations too, are confident that changes which will occur will be for the better. Many advertisers, they say, are substantially increasing appropriations for spot broadcasting as well as regional and national network time. They are confident that every spot campaign of major importance now on the air, and placed from the West Coast, will continue.

Many stations already have commitments for more new sponsored shows that will take them through the first quarter of 1941. A great many of these are renewals. Others are firms who, for the first time, are including radio in their advertising budgets, falling in line with competitors. Many of them have been in and out of radio over a period of years. Extensive announcement and quarter-hour transcription campaigns, augmenting live talent network shows, will swell the volume. The flexibility offered by spot radio, it was said, will continue to attract many such advertisers. Food, tobacco, and drugs are among the leading classifications.

New Campaigns

Several agencies report clients are planning extensive spot campaigns to start in late winter or early spring, depending on market and world conditions. There are several short campaigns on the books to start in late January and early February. Many advertisers will use their first radio in a local test before expanding regionally.

Several accounts placed from Hollywood, which have been using spot radio only, will go regional network starting in early January. One advertiser, who has been using regional network and spot radio, will discontinue the latter on Pacific Coast stations in favor of additional network time. The firm will concentrate its spot radio in West Coast areas where the networks are not heard.

Continuing a lucrative policy inaugurated in 1939, station representatives in Southern California, besides concentrating on established accounts, are going after new business, advertisers who have never before used radio. Some are new firms with no agency to guide them. Others are advertisers who have devoted their efforts to newspapers or magazines. Test campaigns have led many of these advertisers into consistent spot broadcasting. Reps say they have many inquiries regarding radio from accounts never on the air.

West Coast agency executives are reluctant to release definite schedules on old or new accounts, pending client approval to budget recommendations. Practically all declared accounts currently using radio will continue and in many instances increase appropriations, though some clients were reluctant to discuss budgets or plans for the coming year, being too busy with current business. In practically every case, recommendations have been made for radio increases.

Music No Worry

Station managers on the West Coast, Southern California in particular, express little worry on outcome of the music situation. They all feel confident that the broadcasting industry will win its point. It was pointed out that the trend was away from musical shows, at least locally, with more stress on drama, quiz and other audience participation types of programs.

Interest in the war has increased listening, and many sponsors, it was shown, are turning to newscasts to sell their products. Los Angeles Soap Co. (White King Soap), currently sponsoring *News by Knox Manning* on 8 CBS West Coast stations, through Raymond R. Morgan Co., Hollywood, on Jan. 6 will augment this with a similar five-weekly quarter-hour newscast on 31 Pacific Coast Don Lee network stations. The firm will also continue to use spot broadcasting in other West Coast areas. Smith Bros. Co. (cough drops), also sponsors Manning in a five-minute newscast over the CBS Pacific network four nights weekly. Richfield Oil Co., Los Angeles, sponsoring the *Richfield Reporter* five nights weekly on 6 NBC-Pacific Red stations, on Jan. 13 adds four Arizona stations to the list.

Thrifty Drug Co., Los Angeles, operating about 68 outlets in Southern California, devotes a major portion of its radio advertising appropriation to newscasts on stations in that area. In addition the firm is a heavy user of spot announcements. Bathasweet Corp. is sponsoring *Bob Garred Reporting* on the CBS Pacific network twice a week, with Mennen Co., taking over sponsorship thrice weekly. Peter Paul Inc. (gum), also sponsors a ten-minute version of that program on the CBS Pacific network thrice weekly.

WHEN the Army dispatched Lt. Col. Walter M. Harrison, Intelligence officer at Ft. Sill, Okla., to Denver to tell Coloradans about conditions at the Oklahoma camp, where 1,200 Colorado officers and men are quartered, it was only natural that he should be interviewed on the air. And it was only natural too that Walter M. Harrison Jr. (the Colonel's 24-year-old son), should do the interviewing, since he is the regular newscaster of KLZ, Denver. Col. Harrison is the well-known managing editor of the *Oklahoman* and *Times*, and is on leave of absence to serve his country. Walter Jr., incidentally, has a low selective service number and may be called soon to active duty.

Other Types

Many advertisers desire other types of medium-priced programs. Colonial Dames Inc., Los Angeles (cosmetics), sponsors the weekly five-minute commentary program, *Find the Woman*, on 7 CBS Pacific network. Union Oil Co. recently started the dramatic series, *Point Sublime* on 14 NBC-Pacific Red stations. The commentator, John Nesbitt, heard weekly on 7 NBC-Pacific Blue stations, under sponsorship of Bank of America, was recently renewed for another 12 weeks.

J. W. Marrow Mfg. Co., Chicago (shampoo), has contracted to sponsor *Hollywood Whispers*, with George Fisher, on 32 Pacific Coast Don Lee stations twice weekly. The quarter-hour program is to be repeated on five Mutual stations. Sponsors, as a whole, continue to show a partiality toward spot, both live and transcribed; time signals and transcribed shows, with increased interest in early morning and late afternoon participation programs.

Checkup with Hollywood network executives reveals there are few, if any, year-end expirations or terminations. To the contrary they declare that there will be a greater number of commercial programs emanating from the West Coast than before. Addition of outlets to programs already established indicates broader scope on the part of radio advertisers. The three networks, CBS, NBC, Don Lee Broadcasting System, report several new regional network accounts as "in the bag" and ready to start shortly after Jan. 1.

A brief review of 1940 is interesting from the standpoint of Pacific Coast radio achievements in that Don Lee network, the West Coast outlet of Mutual, stabilized its operation by moving from downtown Los Angeles to new and modern quarters in Hollywood. The network is now housed in the former NBC western division headquarters on Melrose Ave., which have been remodeled and renovated. A steady swing of national and regional advertisers to that network forced the move to accommodate and service programs.

CBS also made improvements to its facilities by adding two large audience studios at a cost of more than $250,000. NBC broke ground Nov. 14 for its million dollar building in San Francisco which will house the studios and executive offices of KPO-KGO. With the upswing in business during the past year, it is interesting to noe that practically every state in the Southern California area made improvements to their facilities or expressed intention so to do.

Fewer 'Big Names'

With decline of one-hour network shows, there was less money spent on Hollywood "name" talent during 1940 than in 1939 in the opinion of national advertising agency men. Even less money will be spent on such talent during 1941, they declare. It was pointed out that several Hollywood originating commercials during the past several months have eliminated high-priced talent, cutting down production costs greatly.

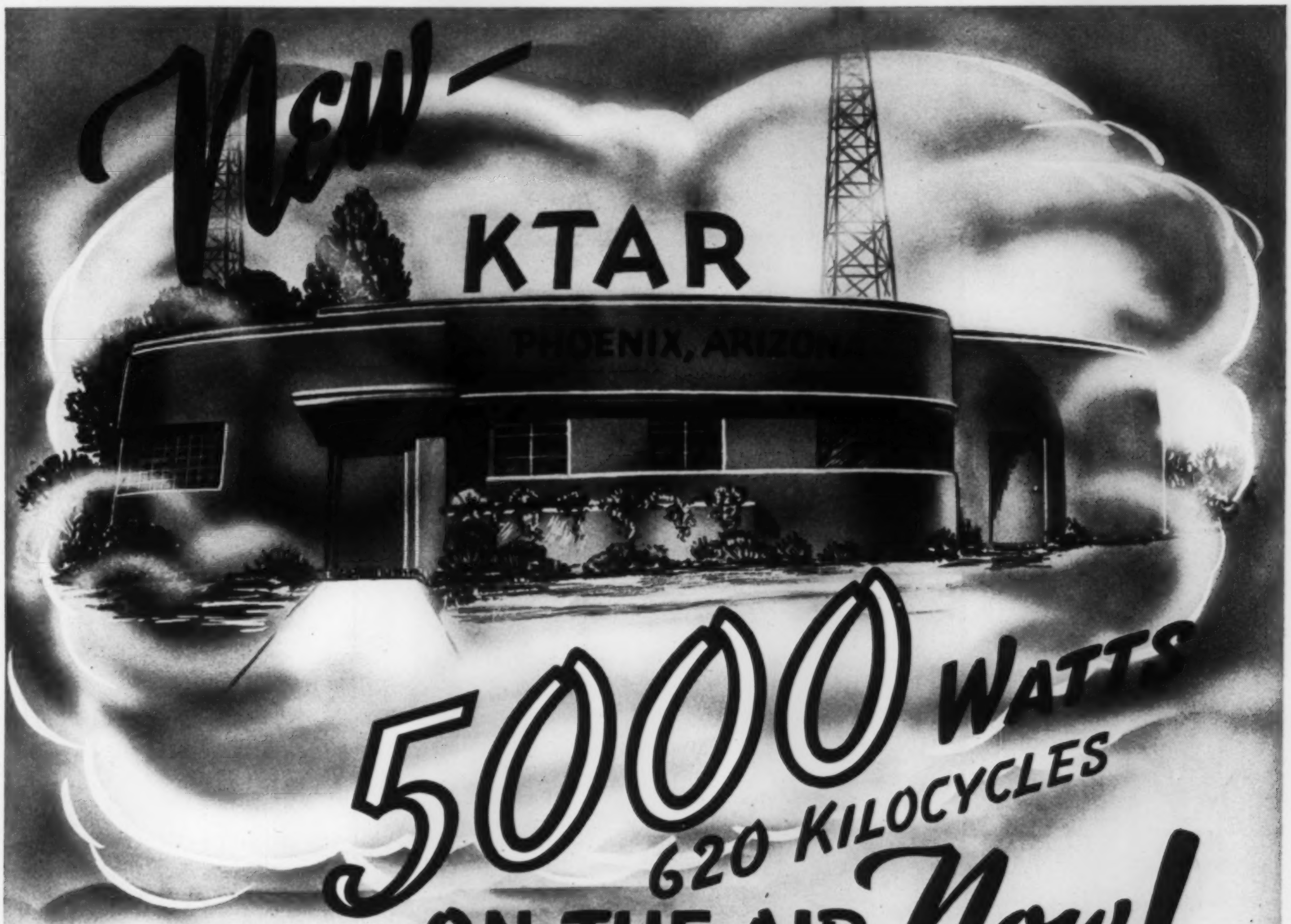
Other sponsors with expensive network shows have the same thought in mind. Agency men say that the high-priced guest star is on the wane, and the trend today is definitely toward medium-priced programs, with low talent costs and better showmanship.

Advertisers are still fascinated by the "magic name of Hollywood", but they have learned that it takes more than just a "name" to make a successful show and sell merchandise. Sponsors are no longer willing to experiment. They have found it too expensive. They want value received for money expended. The trend, according to concensus, is toward idea and dramatic shows. Not only because they are cheaper, but also the music worry is eliminated. They find it sound business economy.

Movie of 'Gangbusters'

IN A deal closed recently, Universal Pictures Co. has acquired from M-G-M film rights to the radio serial *Gang Busters*, sponsored by Wm. R. Warner Co. (Sloan's Liniment), on NBC-Blue. The serial will be the basis of Universal's next major adventure picture to be produced under guidance of Henry MacRae. It will have a star name cast and be produced on a scale comparable with "Riders of Death Valley," just completed.

NBC Chicago's mobile transmitter will carry Illinois license plates numbered 670-870 during 1941. The numbers are the same as the frequency for the two NBC owned and operated Chicago stations, WMAQ and WENR, respectively.



ON THE AIR Now!

ARIZONA'S pioneer station, KTAR, Phoenix, Arizona, steps out with another big attraction for your advertising dollars. To its regional channel of 620 kilocycles is now added a power increase to 5,000 watts. Thus, KTAR's service to its Southwestern listeners continues to improve.

The Western Electric transmitter, housed in a new air-conditioned, modernistic building, utilizes a directive antenna system with two self-supporting series-fed towers, one 400 feet and the other 300 feet high. With this new development KTAR becomes more than ever, Arizona's Nearest Neighbor!

The ABC OF RADIO IN ARIZONA

★★KTAR-Phoenix
5000 W - 620 KC

★★KVOA-Tucson
1000 W - 1260 KC

★★KYUM - Yuma
250 W - 1210 KC

★★KGLU-Safford
250 W - 1420 KC

★KCRJ - Jerome
250 W - 1310 KC

★KWJB - Globe
250 W - 1210 KC

★KYCA-Prescott
250 W - 1500 KC

★★ NBC RED and BLUE Network Stations

★ Other ABC Stations

KTAR

KEY STATION OF THE
Arizona BROADCASTING CO. Inc.

Represented Nationally by
PAUL H. RAYMER COMPANY
New York Chicago Detroit San Francisco Los Angeles

AFFILIATED WITH THE REPUBLIC AND GAZETTE

THE BUSINESS OUTLOOK: CHICAGO

(Continued from page 11)

those figures. The almost trite phrase, "There's no more good time available," has been proved false. A study of Saturday availabilities on Midwest stations shows, with the exception of the 6:30-10 p.m. block, that less than 15% of the time is under sponsorship.

As long as the keen competition exists among manufacturers for the consumer's dollar, stations will find time available to enhance this competition.

There is always a saturation point, however, and a definite trend is on—whether the point will ever be reached or not—to combat it. The increase of participation shows is the answer. The national picture offers the best example of this trend, although it is equally true on almost every station in the Midwest. CBS recently announced that its managed and owned would no longer carry baseball and football broadcasts. WBBM, Chicago key station of the network, then built a two-hour Saturday afternoon feature which included a name band and outstanding performers.

This was offered for sponsorship on a quarter-hour basis. Thus, where one sponsor formerly bought a two-hour daily strip (as in the case of baseball), or a two-hour Saturday block of time, now eight sponsors are accommodated at a quarter-hour each — at approximately an 185% increase in revenue for the stations. Not only do these particular stations benefit (providing the time is sold) but other stations, usually smaller ones, which did not have any baseball revenue previously, now get a chance to bid for it.

Where local participation programs are built to be sold in quarter or half-hour lots, it is found that cost of production does not greatly exceed that of an individual shorter program. This gives the advertiser with a small advertising budget an opportunity to buy a portion of a specially-built program, engulfing outstanding features. The station then satisfies more sponsors and its over-all income is greatly increased.

Better Programs

No longer is there "undesirable" time on stations. Wisely, the so-called "undesirable" time has been improved by the spotting of outstanding local and network shows. This trend was reported many months ago and it has increased like a conflagration. It is almost impossible to find a period on any network station that is not bordered by a well-known program or personality. Local stations have built acceptance by outstanding sustaining shows. Radio has mastered the problem of utilization.

It is the consensus of those in Midwest radio that the increase in demand for time in 1941 will not result in a slipshod method of presentation in order to cram in all possible advertisers. Rather it will result in a higher level of entertainment and production. Radio has reached the point — or will, shortly—where it can reject all it does not consider top flight in entertainment and educational value. Competition among sponsors to have the best will make the station's problem comparatively simple. Stations will, however, use more discrimination than in the past.

Educational broadcasts, which have grown tremendously in public acceptance during the last year and which have been given guaranteed time more wholeheartedly by stations and networks than ever before [BROADCASTING, Dec. 15], are keeping pace with production progress and should reach new heights during the next 12 months.

The year 1941 will see a new locale of presentation for many of the network and local shows. Starting within a few weeks, the American Tobacco Co.'s *Your Hit Parade* will originate in various Army training camps throughout the country. It is reported by Midwest timebuyers that many clients have expressed an interest in this market. Quantity buying by trainees, although by individually small sales, can prove exceedingly important. This is especially true of items involved in rapid turnover. In addition, the novelty of presentations from these camps should garner many additional listeners.

News in Demand

In the Chicago territory—and it is more than likely true in other sections as well—news is most in demand. Some have expressed the opinion that news is a fickle salesman: when the news is good, it sells; when news touches on the catastrophic, it balks. Nonetheless, it is expected that news will continue as one of radio's leading salesmen during 1941. If the Allies gain a decided upper hand, news will become even more important as a salesman.

Radio Pays

THERE'S NOTHING like using your own medium to advertise any spare real estate you want to sell, NBC Central Division executives have decided following the recent sale of the old WENR, Chicago, transmitter property at Downers Grove, Ill., to the Great Lakes Carbon Corp., Chicago. Two special broadcasts over WENR, featuring Ransom Sherman and Everett Mitchell, were made from the old transmitter site to advertise the property. Arthur Rubloff & Co., Chicago, served as broker. The new owners plan to convert the building into a research laboratory.

Many phases must be considered when drawing conclusions after analyzing the gross income of stations for the first 11 months of 1940, in comparison to the same period of the preceding year. It is the general upward trend that is the important, healthy sign.

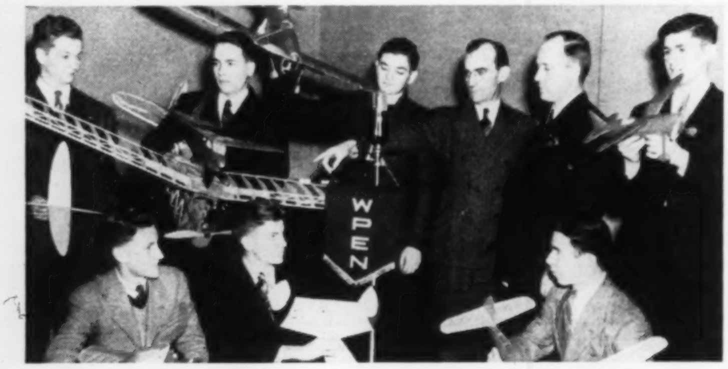
Harry Kopf, manager of the NBC Central Division, expressed considerations to be judged in analyzing the variance in station revenue when he explained the WENR-WMAQ situation. "Gross income of WENR increased 48.6%," he said. "The gross income of WMAQ increased 8% and we had to sell early morning and late evening time to accomplish that because the station was already solidly booked with commercials or non-cancellable sustainers from 7 a.m. to approximately 11 p.m. In addition, our local and national sales department announces a 22.4% increase in spot sales for other stations represented by NBC."

WGN, Chicago, reported an increase for local commercial sales by dollar volume of 17.47% for the first 11 months of 1940 over the corresponding months of 1939. The last five months, (July-November, inclusive) showed a 24.27% increase. Sales by amount of time correspond almost identically. The first 11 months showed a 17.04% increase, while the last five months (July-November inclusive) showed a 24.41% increase.

WBBM figures were not available but it was estimated that a 10% increase in gross for local and national spot business, and 25% in network time sold would be fairly accurate.

WJJD, large independent station, also showed a 10% increase.

With early reports on the volume of money spent in Chicago during the recent Christmas season threatening to top all previous marks, which should be an indication of the buying public's frame of mind, Midwest radio is predicting that the Federal Reserve figures, recently released, which showed a 5% increase of business expectancy throughout the United States in 1941, will prove much too conservative. This, even with its showing of conservatism and caution.



MODEL AIRPLANES swoop about the microphone of WPEN, Philadelphia, each week as the Air Scouts of America congregate in the studios for their own program, which calls attention to new developments in model plane building. The organization, an outgrowth of WPEN's *Hobby in Sports* feature, now boasts four chapters in Pennsylvania, and other stations in the State have indicated interest in developing similar programs. Announcer Joe Dillon (standing, third from right) points to a big pick-a-back model as he explains unusual features to Roy Fox (at his left), director of the Air Scouts organization and its radio program. During an interview with Ira Walsh on the *Hobby in Sports* program some time back, Mr. Fox, a model plane builder for 25 years, cited the need for an Air Scout organization fashioned along the lines of the Boy Scouts of America.

BUSINESS OUTLOOK: CANADA

(Continued from page 31)

of the 1941 model will have become too well known. This entertainment will be used to sell merchandise.

The wartime 25% excise tax placed on electrical appliances and the ban on importation of new models of any kind from the United States will lead to greater selling pressure. Curtailment of consumer purchasing on Government request will not mean a drop in radio advertising, radio men feel, but a greater selling effort to reach those now working who have not had jobs for many years.

Programs will carry more entertainment, with quiz shows on the wane. Few stations will increase the number of newscasts now carried, observers believe, and Government use of stations on a paid basis for war needs will be expanded as finance drives continue. A definite trend toward more custom-built French shows for the Quebec stations is noted, a natural development hastened by the heavy industrial war program in Quebec province.

So far no advertisers have dropped programs or stopped using radio because their war contracts have tied up consumer production. Only two cases of cancellation are known—both at the outbreak of war because of possible lack of merchandise. Advertisers are not likely to stop using radio because of war orders, since that kind of mistake took too long to overcome after the last war.

Canadian business is good. More money is being spent than at any time since 1929, and radio stations are getting their share.

Kirkman Soap Discs

KIRKMAN & SON (sub. Colgate-Palmolive - Peet Co.), Brooklyn (Soap Flakes and Borax Soap), will start on Jan. 6 a transcribed series of *Betty & Bob* on WEAF, New York. Program will be heard Mondays through Fridays 1:45-2 p.m. N. W. Ayer & Son, New York, is the agency and NBC Radio-Recording Division cut the discs.

Goldsmith Named For IRE's Award

Will Receive Medal for His Engineering Achievements

DR. ALFRED N. GOLDSMITH, prominent consulting engineer, will be presented the Medal of Honor for 1941 by the Institute of Radio Engineers at the annual convention to be held Jan. 9-11 in New York. The award is in recognition of "his contributions to radio research, engineering and commercial development, his leadership in standardization and his unceasing devotion to the establishment and upbuilding of the Institute and its proceedings."

Dr. Goldsmith

Headquarters of the 16th annual convention will be the Hotel Pennsylvania. Under the IRE's new plan the annual convention will be held each year in January in New York, with a summer convention to be held elsewhere in June.

List of Papers

Twenty-eight papers will be delivered during the three-day session.

At the Jan. 9 session the agenda includes these papers: "Spurious Responses in Superheterodyne Receivers", by E. Kohler and C. Hammond of Ken-Rad Tube & Lamp Corp.; "Intermediate-Frequency Values for Frequency-Modulated-Wave Receivers", by D. E. Foster and G. Mountjoy, RCA; "Magnetic Recording and Some of Its Applications in the Broadcast Field", by S. J. Begun, Brush Development Co.

At the morning session Jan. 10, with O. B. Hanson, NBC vice-president in charge of engineering, presiding, six television talks are scheduled. They are: "New 1-Kilowatt Television Picture Transmitter", by J. Ferguson, Farnsworth Television & Radio Corp.; "Versatile Multi-Channel Television Control Equipment", by D. E. Nogaard and J. L. Jones, GE; "New Designs of Television Control-Room Equipment", by J. Schantz and W. Ludwick, Farnsworth; "A Coaxial Filter for Vestigial-Sideband Transmission in Television", by H. Salinger, Farnsworth; "Three New Ultra-High Frequency Triodes", by K. C. DeWalt, GE; "A Recently Developed Circuit for the Generation of Power at U-H Frequencies", by A. L. Nelson, Farnsworth.

The morning session Jan. 11 includes these four papers: "Some Factors Affecting Television Transmission", by M. E. Strieby and C. L. Weis, Bell Telephone Laboratories; "Brightness Distortion in Television", by D. G. Fink, McGraw-Hill Pub. Co.; "A Phase-Curve Tracer for Television", by B. D. Loughlin, Hazeltine Service Corp., Little Neck, N. Y.; "Special Oscilloscope Tests for Television Waveforms", by A. V. Loughran and W. F. Bailey, Hazelton.

C. M. Jansky Jr. well-known consulting engineer, will preside at the afternoon session Jan. 11. Among papers will be "Drift Analysis of the Crosby Frequency-Modulated Transmitter Circuit", by E. S. Winlund, RCA; "Commercial 50-Kilowatt FM Broadcast Transmitting Station", by H. P. Thomas and R. H. Williamson, GE.

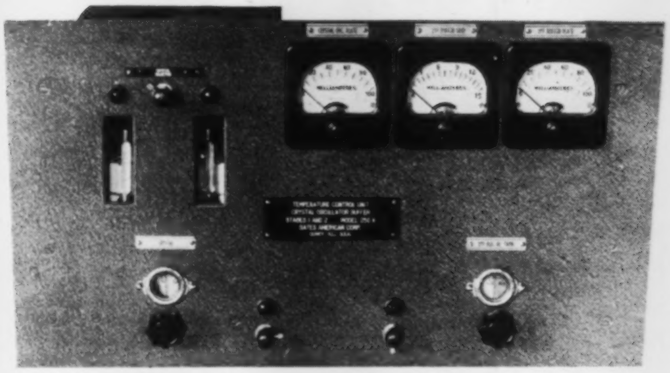
FRANK QUEMENT, owner of Radio Specialties Co., San Jose, Cal., heads a new company which has applied to the FCC for a new 250-watt station in that community on 1500 kc.

. . . make it "A CHANGE FOR THE BETTER"

FREQUENCY CHANGES effective MARCH 29

with the GATES 25-A

Frequency Control Unit



The Unit That Makes Your Fixed Frequency a Certainty—*not a gamble!*

Many Service Tests on current installations, reveal frequency drifts of less than one cycle in a year or more

• Has the forthcoming change in your frequency created a problem? Why not put an end to your worries, by installing the Gates 25-A Frequency Control Unit? Once and for all you eliminate all chances of being off frequency. This automatic unit contains two crystals, two ovens, and is a self-contained unit with oscillator, first and second buffer stages and power supply. Actually it is a 7 watt transmitter in its own right, attachable to any other, regardless of size or make, by a simple link arrangement.

This automatic control unit provides you with dual crystals that assure constancy of frequency and eliminates danger of shutdowns. $373 is a small price for such protection.

Write today for descriptive technical Bulletin "B-1".

→ Quickly attached to any type of transmitter by simple link arrangement . . .

→ Requires only 10½ inches of rack space. Available in any standard panel finish . . .

→ Fully approved by FCC. Installed by simple application on FCC form 305 . . .

→ Price includes 2 crystals, 2 ovens and one complete set of tubes . . .

→ **$373 COMPLETE**

GATES
QUINCY, ILLINOIS, U.S.A.
AMERICAN CORPORATION

KXOK is a
Basic Station
NBC
Blue Network
Picture of a
★ 96 COUNTIES
★ 3,531,700 POPULATIO
INCLUDED
KX
ST. LOU
630 Kilocycles 5
OWNED AND OPERAT
ST. LOUIS STA

AFFILIATED WITH KFRU, COLUMBIA, MO. ★ REPRESENTED BY WEED & COMPANY ★ N

a rich market

...and how to reach it

★ 846,370 RADIO FAMILIES

ULATION ★ $826,490,000 RETAIL SALES

LUDED IN 1/2 MV. CONTOUR

XOK

LOUIS, MISSOURI

es 5000 Watts Day & Night

OPERATED BY THE
STAR-TIMES

NY ★ NEW YORK ★ DETROIT ★ CHICAGO ★ SAN FRANCISCO

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A Steady Climb

THE NATIONWIDE buzz of prosperity, with its stimulating effect on all branches of business and industry, is helping broadcast advertising, too. A survey by BROADCASTING staffmen indicates that 1940 was a banner year. It also indicates that 1941 will be even better, judging by business already on the books of networks and stations.

The remarkable part about all this prosperity, from a radio standpoint, is that the volume of broadcast time sales is increasing steadily from year to year. The volume of time sales has settled down to a steady curve on the charts, in contrast to the spurts prevalent a decade ago.

Yes, it looks like a good year for broadcast advertising. Plenty of business is under contract. Much more is planned but awaits dispelling of fear among those who hesitate because of the exigencies of war. More advertisers are entering the radio fold and present advertisers are enlarging their budgets.

Fears of complications arising from the war are natural. Outstanding is the dreaded "priorities" bogie, for businessmen well know that when the nation's production is geared to defense needs, many consumer products widely advertised by radio will be made in diminishing quantities.

Encouraging to those who fear that firms shifting from production of consumer goods to defense items is the situation in Canada, where wartime restrictions have been in force for well over a year. All business is good in Canada and a bright 1941 is expected.

With war orders tieing up consumer production in many lines, advertising are continuing their radio promotion though directly affected. These advertisers remember the lesson learned in the last war when abandonment of promotional efforts during time of hostilities found them at a disadvantage when the war ended—a mistake that in some cases required years to correct.

The Voorhis Bill

FOR THE PRESENT, at least, the Voorhis advertising tax bill is reposing restfully in a Capitol Hill pigeonhole. Let's hope it stays there—where it rightfully belongs. However, there need be eternal vigilance on the part of the advertising industry, for all types of media would suffer under this drastic measure whose aim, reduced to the lowest common denominator, seems to be to hamstring the advertising industry as a whole.

Elsewhere in this issue we print an interpretive story that should be read closely by all connected with advertising, especially those in radio. It points out that there is an undercurrent of support in Washington for a measure, if not like the Voorhis bill, then one approximating its aims. True, this support comes from a fringe of Government officials with their own peculiar ideas of economics. But let no one be fooled into thinking that many more would not climb on the bandwagon once such a move gained a start.

Reversing the Order

> NEW YORK (AP)—The Columbia Broadcasting System's correspondent at Belgrade reported today . . .
>
> NEW YORK (UP)—The National Broadcasting Co.'s shortwave listening post heard today . . .
>
> NEW YORK (INS)—The Mutual Broadcasting System announced today that its correspondent in Berlin . . .

MANY TIMES a day sentences like these are emblazoned across the front pages of the nation's leading newspapers. Reversing the order, they mark a new and radical departure in journalism. For it was only a few short months ago that the major news services had an ironclad policy against even attributing a speech to radio. Now with war raging over three continents, radio is one of the most consistent news sources of the press—properly accredited, of course.

In fact, the three major wire services now have clauses in their contracts with the networks for an exchange of news. This is the same agreement they have with the newspapers of the country. What a contrast to the not-so-distant past when radio wasn't even able to buy the reports of the wire services!

The reason for this amazing change is simple. Radio has inaugurated a new form of reporting. Millions of American homes hear the world-shaking news from Europe directly from ace correspondents on the spot. And this new form of reporting has opened up wide new vistas for American news gatherers. They supplement rather than compete with the wire services and the big metropolitan dailies. They can and do concentrate on obtaining a different story from what appears in your newspaper. This isn't possible day in and day out, but a look at the record is enough to impress even the most doubting Thomas.

For example—radio's front line reporting gave the American press England's declaration of war on Germany many minutes before the cables; radio gave the press and the American public a tremendous "beat" on the sinking of the *Graf Spee;* radio reporters flashed the first news of the Munich pact in 1938 and the French armistice in 1940 . . . the list is long, too long to enumerate here. But the lesson to be gained from this imposing record is one that we have consistently pointed out in these columns:

Radio needs the press; the press needs radio.

Radio Pan-America

DURING THE LAST 20 years, radio, more than any other single force, has battered down barriers of sectionalism in the United States. Now radio will undertake the job on a hemispheric basis, through regular interchanges of service with our 20 Latin-American sister republics.

With commendable foresight, the broadcasting companies in the United States have taken steps to expand network operations through Latin and South America. CBS, after a tour by President William S. Paley, already has announced plans providing for such network service on a regular basis. NBC soon can be expected to follow suit.

In these times, when the dictator nations are putting out unvarnished propaganda in South America, directed against the democracies, the network expansion move is particularly significant. Obviously, the CBS move is to promote better relations with Latin America in harmony with the policies adopted by our Government. Yet the commercial possibilities are there—through promotion of United States commodities, particularly brand name products. On the long haul there should be a worthwhile return for American advertisers.

Kilowatts and FM

WITH THE ADVENT Jan. 1 of FM as a full commercial broadcast service, radio advertisers and time-buyers appraising this new radio medium must radically revise their methods of judging station coverage. In the standard broadcast range, power and frequency are the real factors. In FM they mean almost nothing.

The FM yardstick will be square miles of coverage, not watts or kilocycles. At present a radio advertiser is prone to run down the watt-column in selecting his stations for a campaign. With FM, a station may have 1,728 watts, and his competitors several times that output. Yet the 1,728-watter, by virtue of location, antenna height and antenna gain might do a far better coverage job. The most progressive station in the area might well be one with the fewest watts, because it selected the most desirable location and took advantage of engineering factors. For example, a station, by doubling its antenna height, actually increases its coverage, or power equivalent, by four times.

The point we make is that buyers of time for FM must orient themselves to this new coverage formula. Power is a misnomer in FM. It doesn't mean any more than the number of watts input to light the lamps in your home. It's the area covered that counts.

We Pay Our Respects To —

KARL OTTO WYLER

WAY BACK in 1929, on Aug. 22, Karl Wyler was strumming his ukulele for broadcast purposes during the inaugural ceremonies of KTSM, El Paso, Tex. Today Karl Otto Wyler is vice-president and general manager of KTSM. When you step into his sumptuous office at the station or run into him in New York, Chicago or Washington, you don't think of him offhand as a onetime ukulele cuddler, though the uke represents an important phase in the career of this young radio veteran.

Karl Wyler's broadcasting career really started when he was 16—that was about 1921. He was born in El Paso April 5, 1905. His father was Swiss and came to El Paso in the '80's. His mother was a native of Missouri. Although the family moved around a bit in Karl's infant years, they always seemed to gravitate back to El Paso. In 1909 they moved briefly to Douglas, Ariz., and shortly after returning pulled up stakes again in 1911 and went North to Grants Pass, Ore. After returning to El Paso once more, young Karl attended the local schools. Meanwhile, father Wyler, a mechanical engineer, operated the Wyler Industrial Works, an iron foundry.

The career really began in 1921 when Karl directed his four-piece orchestra, "The Merrymakers", in their first radio appearance on WDAH, one of El Paso's pioneer stations. A year later on KFXH, another early El Paso station, he was singing as "The Happiness Boy". Between appearances he was busy trying to keep his ukulele program sold to a sponsor as well as executing all sorts of general functions around the station. These jobs provided little more than spending money, and when he began to take a serious interest in Miss Betty Harper, Karl necessarily decided it was time to get down to brass tacks in a business way.

Accordingly, he left in 1926 for Dallas where he entered the office equipment business, ultimately picking up some valuable experience in selling. And in June, 1926, he married Miss Harper. By 1929 radio in El Paso was getting firmer legs, a process Karl Wyler had watched with keen interest. In that year, when plans were being evolved to open KTSM, he returned to El Paso to help with the groundwork. When KTSM took to the air in August, 1929, he was one of its four employes—listed as an announcer, he really had duties in practically all the departments. His interest in radio grew apace, and to make his foundation more complete, he became a ham operator.

In 1930, when Karl became program director of the station, he developed an act called "Karl the Cowhand". Although he could not yodel in true cowboy style—his father had tried in vain to teach him—another character called "The Admiral" and a mythical Texas burro named "Gorman" completed a trio many KTSM listeners would like to hear again.

By 1931 Wyler had become sales manager of the station and two years later, June 1, 1933, he was appointed manager. At this time the staff included eight persons. The station had no transcription service, no regular news service. These gaps were filled one at a time, but in a steady stream. The WBS transcription service came in 1934. The next year Transradio news was added, and the staff had increased to 12, with proportionate expansion of office space. In 1937 a new 250-watt transmitter was installed. In January, 1938, KTSM affiliated with NBC.

The history of KTSM and Karl Wyler go hand in hand. Both developed together. When KTSM joined NBC, it followed a policy of giving increased attention to locally produced programs. A continuity department, dramatic staff and new local entertainers were added, and within two years the regular fulltime staff numbered 28. To serve national advertisers as well as local accounts a fulltime merchandising department was added.

Climax of the station's current progress came the night of Oct. 1, when the station went on the air with its new 500-watt RCA transmitter and 310-foot Truscon tower and switched from 1310 to 1350 kc. Karl Wyler is vice-president and minority stockholder in the licensee Tri-State Broadcasting Co. He acquired his interest in the company in 1934. President and majority stockholder is Mrs. Frances W. Bredberg, now living on a Texas ranch.

A recognized leader in industry circles, Karl was one of 11 broadcasters chosen by the NAB as the committee to draft the NAB Code. He was a director of the Texas Assn. of Broadcasters before it was dissolved in favor of NAB District 13. He is past secretary and director of the El Paso Rotary Club, a director of the local Chamber of Commerce, a director of the Family Welfare Society and of Friends of Mines, a booster organization of the Texas College of Mines. He is one of two El Paso men, and one of 89 radio men listed in *Young Men of America*, the "Who's Who" of men under 40. And on Oct. 16 he gave his name to Uncle Sam in the selective service registration.

No executive chair-warmer, Karl Wyler still enjoys taking over an announcer's stint, filling in on a dramatic program, knocking out a few commercial announcements or anything else along that line that may bob up from time to time. Although radio is both profession and hobby to him, he enjoys playing golf as much as any other recreation.

But of course he is proudest of his family, which besides Mrs. Wyler includes 11-year-old Karl Jr.

Personal NOTES

BOB McRANEY, for six years program director of WSGN, Birmingham, on Dec. 13 became general manager of WCBI, Columbus, Miss. W. E. Williams, WCBI program director, has been promoted to sales manager, succeeding Walter G. Allen. Announcers of the new *Columbus Dispatch* station are Paul Cresap and Charles Atchison. Robert Montgomery is chief engineer. Mr. McRaney succeeds Lieut. Birney Imes Jr., son of the newspaper publisher, who has been called for Army service at Camp Blanding, Fla.

JACK HENDERSON has rejoined the sales force of KWK, St. Louis, after being with KSTP, St. Paul, as an account executive.

JOSEPH L. RAUH, FCC assistant general counsel, and Mrs. Rauh, on Dec. 14 became the parents of a 7 lb., 13 oz. son, their second, born at Doctor's Hospital, Washington.

SAMUEL R. ROSENBAUM, president of WFIL and chairman of Independent Radio Network Affiliates, on Dec. 17 was admitted to practice before the FCC. He is a practicing attorney in Philadelphia, though most of his attentions are devoted to radio and to Albert H. Greenfield Co. Inc. interests, of which he is vice-president.

J. T. WARD, owner and operator of WLAC, Nashville, recently was appointed to the staff of Colonels of Gov. Keene Johnson, of Kentucky.

ELDON PARK, assistant sales manager of WLW, Cincinnati, is the father of a 7 lb., 3 oz. boy born late in December.

WILLIAM C. GROVE, formerly assistant manager of KSAN, San Francisco, has been named manager of KFBC, Cheyenne. Grove, an engineer, supervised construction of the transmitter and studios of KFBC.

VIVIAN BOOKER, managing director of 2CH, Sydney, has been elected president of the Australian Federation of Commercial Broadcasting Stations. R. A. Fitts, vice-president of Victorian Network, Melbourne, has been made senior vice-president.

JOHN TAYLOR, manager director of 3AW, Melbourne, is now a lieutenant in the Australian militia. His 3AW duties have been taken over temporarily by David Armstrong, Victorian sales manager of the Macquarie Network. Reginald Lane, national sales manager of the network, stationed at Sydney, has also joined the service.

D. W. BUCHANAN, Ottawa, who recently resigned as supervisor of public affairs broadcasts for the Canadian Broadcasting Corp., has been appointed to a post in the censor administration in Bermuda.

DON S. ELIAS, vice-president of the *Asheville Citizen-Times* and executive director of WWNC, Asheville, N. C., on Dec. 16 was elected president of the Asheville Chamber of Commerce.

WILLIAM A. McGUINEAS, sales manager of WGN, Chicago, is the father of a girl, born Dec. 17.

ARTHUR SIMON, manager of WPEN, Philadelphia, will leave Jan. 11 for a West Indies cruise on the *S. S. America*.

CLARENCE LEICH, manager of WGBF and WEOA, Evansville Ind., was named chairman of the Evansville Council for American defense. The purpose of the Council is to promote aid to Britain.

H. DUKE HANCOCK, commercial manager of KGFJ, Los Angeles, and Mary Lee of that city, were recently married in Riverside, Cal.

FRED C. MERTENS, head of Fred C. Mertens & Associates, Los Angeles production unit, has returned to his West Coast headquarters after three weeks in Chicago and New York, where he conferred with agencies and sponsors on 1941 radio plans.

R. W. KEYSERLINGK, general manager of Britsh United Press, and Mrs. Keyserlingk are parents of a boy, born Dec. 15, at Montreal.

JIM LYONS has been appointed merchandising and promotion manager of KVOE, Santa Ana. He succeeds Vic Rowland.

WILT GUNZENDORFER, manager of KSRO, Santa Rosa, Cal., has been named chairman of the sales manager's division of the Fifteenth District, NAB.

MARVIN LANG has joined the commercial staff of KTAR, Phoenix.

AL BERTHA, Transradio news representative in Minneapolis, is the father of a girl born late in November.

Manages New WCED

BOB WEBSTER, who has been a member of the WCAE, Pittsburgh, announcing staff for 17 months, signed a contract in mid-December to manage the new WCED, DuBois, Pa. Webster will take over his new duties after the first of the year and hopes to have the station, which operates on 250 watts on 1200 kc., on the air by mid-February.

BEHIND the MIKE

FLAVIUS DANIEL, traffic manager of CKAC, Montreal, has been promoted to director of the publicity and news department. Paul Galinas has been assigned to take charge of the radio page of the *Montreal LaPresse*, replacing Pierre Ranger who has joined the Ministry of Information for the duration of the war. Roger Nadeau takes charge of news and censorship, replacing Francois LaRoche, now private secretary to Hon. Hector Perrier, Quebec's new Provincial Secretary.

BOB SEAL, production manager of KPO-KGO, San Francisco, has been elected president of the NBC Athletic Assn. Harry Mayhorn was elected treasurer.

ELLIOT MILLER, announcer, formerly of WORL, Boston, and WLAW, Lawrence, Mass., has joined the staff of WDRC, Hartford.

JIM PRICE, announcer of WCAM, Camden, N. J., and Ruth Murren, one of the Three Rhythmettes, singing group on KYW, Philadelphia, announced their engagement on Dec. 13.

THOMAS FREEBAIRN - SMITH, Hollywood assistant to Crane Wilbur, producer of the CBS *Big Town* series, sponsored by Lever Bros. (Rinso), has been made an honorary member of Gamma Beta Alpha, the College Broadcasters of America fraternity.

ROBERT PURCELL, announcer of WCFL, Chicago, on Dec. 6 became the father of his second child, a girl.

Vice Versa

BOB LINK, first staff member of WKBN, Youngstown, O., to volunteer in the U. S. Navy, seems to be following in the footsteps of his Dad, Wally Link, WKBN commercial manager. The senior Link at one time was connected with the Navy, subsequently entering radio. The son is reversing the order.

BETTY TROWBRIDGE, formerly staff photographer of Earl Carroll's Theater Restaurant, Hollywood, has been appointed chief hostess of Don Lee Broadcasting System. Marjorie Adenauer, formerly Southern California Auto Club secretary, has joined the staff of Wilbur Eickelberg, sales manager of the network, in a similar capacity.

CHARLES ANDERSON, formerly of KOA, Denver, has joined the announcing staff of KFI-KECA, Los Angeles.

BETTY RIOPELLE has joined the Detroit office of CKLW, Windsor, Ont.

ANITA GIBSON, formerly of C. P. MacGregor Co., Hollywood, transcription concern, secretarial staff, has joined KMPC, Beverly Hills, Cal., in a similar capacity.

HOWARD T. CRISSEY, engineering stock clerk of NBC, Chicago, on Dec. 14 chalked up a perfect 300 game while bowling with the NBC major team in the Merchandise Mart league.

JAMES A. WEHRHEIM, formerly of the guest relations staff of NBC, Chicago, has been granted a leave of absence for military service. He has been replaced by Gordon Creider, new to radio.

$20.00 BILL BROADCASTING

And when $20.00 Bill represents the saving on a minute spot, it's the voice of authority. Station WMBG—the Red Network outlet in Richmond offers a minute spot—evening time—for only $15.00. A minute on the other leading Richmond Station—night-time rate costs $35.00—Saving: $20.00.

WMBG offers you the Red Network audience — 5000 watts daytime — 1000 watts night—and equal density of coverage—WMBG charges you only for what it covers—a saving of $20.00 on a minute spot—other savings in proportion. Before you buy—get the WMBG story. WMBG-NBC Outlet—Richmond, Va. ★ National Representative, John Blair Company.

Meet the LADIES

MARY McCONNELL

KOB, Albuquerque, is proud of its woman's editor Mary McConnell. And well it might be! Miss McConnell has been broadcasting for ten years and is considered one of the pioneers in the field of home economics. Through her varied activities she has become one of the best known women in New Mexico. In addition to her radio work Miss McConnell is an accomplished actress, being the leading lady of the Albuquerque Little Theater Group. Besides being woman's editor of KOB, Miss McConnell is also the head of the station's continuity department. Popular socially, Miss McConnell frequently addresses various women's organizations and at present is conducting a class in radio at the U of New Mexico.

JUDITH WALLER, educational director of NBC, Chicago, recently was made an honorary member of Zeta Phi Eta, national professional speech arts fraternity. The initiation took place at Northwestern U.

ELAINE JEANNE GOULD has been transferred to the music department of WFIL, Philadelphia, in charge of title clearances. She was formerly secretary to Fred Dodge, assistant to Roger W. Clipp, general manager. Lillian Evans, formerly of the Redfield-Johnson advertising agency, fills the vacated secretarial post.

CHARLES ARLINGTON, formerly of WWJ, Detroit, has resigned from the announcing staff of WFIL, Philadelphia, to join WCAU, replacing Charles Woods, who resigned to devote his time to two commercial programs. Emilie Ruppel was made secretary to assistant manager Ruth M. Lafferty; Peggy Lowrey was named director of copyright to supervise music clearance; Verna Hassett was made studio receptionist; and Elaine Wilhelm was added to the office staff.

TOM FRANDSEN, announcer of KFI-KECA, Los Angeles, is now a full-fledged private pilot.

WILLIAM STRINGER has been named news editor of WOAI, San Antonio. Lucille Garza has joined the WOAI continuity staff and Lucille Myrick has been added to the merchandising and promotion staff. Dwight Bourn, in charge of music at WOAI, on Dec. 18 married Louise Clow.

BILL HERSON, announcer of WBAL, Baltimore, has had his song "Business in Baltimore" accepted by BMI. Orchestral arrangements and sheet music were released Dec. 4. The song's title was taken from WBAL's slogan.

PHIL KALAR, formerly head of community serivce department of WLS, Chicago, has been placed in charge of the music department. Ray Ferris, has been transferred to the production department from the music department.

DOUGLAS CARTER, formerly of WDWS, Champaign, Ill., has joined the announcing staff of WCBS, Springfield, Ill.

HOWARD LONDON, onetime New York correspondent of BROADCASTING and more recently engaged in radio program production, is the father of a girl born Dec. 12.

BOB HALL of CBS Hollywood junior staff, has been promoted to a post in the KNX transcription department. His position of junior staff acting program director has been taken over by Michael McBain. Gilbert Messan has become junior staff production manager, the post formerly held by McBain.

VAN C. NEWKIRK, Hollywood program director of Don Lee Broadcasting System, will participate in the MBS coordinators meetings in New York, Jan. 7 to 9. En route he will stop in Washington to visit relatives.

WENDELL NILES and Arthur Q. Bryan, Hollywood announcer and actor, respectively, on the CBS *Al Pearce Show*, sponsored by R. J. Reynolds Tobacco Co., have been signed as commentators on a forthcoming Warner Bros. tennis film short.

GEORGE McCOY, announcer of WHOM, Jersey City, on Jan. 1 is to join WEAF, New York, where he will conduct the *Broadway Interviews* show, heard as a nightly feature on WHOM for the last 18 months.

GENE GODT, of the news staff of WHO, Des Moines, on Dec. 21 married Bettye Frances Vick.

CARLTON E. MORSE, Hollywood writer-producer of the NBC *One Man's Family* series, sponsored by Standard Brands Inc., (Tenderleaf tea), has had his picture added to the collection of famous men's photographs at Sacramento (Cal.) Senior High School. He's a graduate.

MARTIN TOBIN, formerly of Kansas City, has joined the KOA, Denver, announcing staff.

BILL GOODWIN, Hollywood announcer-actor, is recovering from pneumonia.

GEORGE FISHER, Hollywood commentator, and Nica Doret, film actress, were married at Las Vegas, Nev., Dec. 14.

BOB PROVENCE is the latest addition to the announcing staff of WMMN, Fairmont, W. Va. He has been campus commentator for the U of West Va., working from the station's Morgantown studios.

RUTH SMELTER, of WICC, Bridgeport, on Christmas Eve announced her marriage in August to William Nielsen.

Early in 1941

FULL TIME on 1060 Kilocycles and

50,000 watts

WBAL

means business in Baltimore

WILLIAM SELAH, formerly of KFNF, Shenandoah, Ia., has joined the announcing staff of KTUL, Tulsa. Jack Morris, formerly of WMBH, Joplin, Mo., has also joined the announcing staff of KTUL. Mary Daubin, new to radio, has joined the station's continuity department.

LEE GOLDSMITH, of the production staff of KSAN, San Francisco, has been named publicity director.

BILL ADAMS, farm reporter of KSFO, San Francisco, has been appointed a member of the public Relations Committee of the American Legion.

NATHAN SCOTT, NBC Hollywood page boy, has written a song inspired by the orchestra leader John Scott Trotter. It is titled *John Scotter Trot*.

STUART RICHARDSON WARD, moderator of the *California Council Table* on KSFO, San Francisco, and Margaret Bellinghausen were married recently in Virginia City, Nev.

WARREN BARFIELD has joined the continuity staff of WPTF, Raleigh, N. C.

BILL KARN, formerly of KPDN, Pampa, Tex., KOMA, Oklahoma City, and WFAA, Dallas, has joined the announcing staff of WLW, Cincinnati.

DAVE ROBERTS, formerly in Hollywood radio, has joined the announcing staff of KDYL, Salt Lake City.

MARTIN TOBIN has joined the announcing staff of KOA, Denver.

ROBERT SHIELD, announcer, has been appointed special events supervisor of KDKA, Pittsburgh, by General Manager John Holman.

GORDON GRAY, formerly of WCPO, Cincinnati, on Dec. 23 transferred to the announcing staff of WCKY, Cincinnati.

MRS. HELEN CORNELL has joined KTSA, San Antonio, as assistant to Lew Lacey, manager of the music clearance department.

BARBEE ASHLEY, for the last 10 years a night club entertainer, has joined the announcing staff of WJPR, Greenville, Miss.

GORDON EATON, formerly of WFTL, Fort Lauderdale, Fla., has joined the announcing staff of WGST, Atlanta, replacing Mel Everitt.

HUGH HOLDER, formerly of WDNC, Durham, N. C., has joined the announcing staff of WGBR, Goldsboro, N. C.

WALTER KANER, philatelist and conductor of *The Stamp Man* program on WWRL, Woodside, N. Y., has been appointed merit badge counselor on stamp collecting by the Boy Scouts of America.

DON KEARNEY, formerly of WHAM, Rochester, and WKNY, Kingston, N. Y., has joined the announcing staff of WFAS, White Plains, N. Y.

AL COLLINS, formerly of WSAZ, Huntington, and WLOG, Logan, W. Va., has joined the announcing staff of WKPA, New Kensington, Pa.

BOB SUTTON, script writer, has been appointed assistant music librarian of WCCO, Minneapolis.

PHIL MACMURRAY, announcer of KHJ, Hollywood, has written a new song titled "Yet You Tell Me You Care".

MAURICE WEBSTER, announcer of CBS, Hollywood, and Mrs. Webster have collaborated on an illustrated article titled "How to Photograph Babies", which will appear in *Minicam*. Mrs. Webster took the pictures, with Maurice turning out the 1,500 word story.

JERRY THRAILKILL, formerly of KMMJ, Grand Island, Neb., and KWTO, Springfield, Mo., has joined the continuity staff of KVOO, Tulsa. She also will continue to write scripts for Radio Events Syndicate.

Burke's Background

Mr. Burke

JAMES F. BURKE, recently appointed assistant director of the CBS program service department, has a wide background in the various phases of network broadcasting. A cum laude graduate of Williams College, he successively served in the CBS news department as secretary to Paul White, CBS director of public affairs, and in a similar capacity to Mr. Lawrence W. Lowman, vice-president in charge of operations. In 1936, he was appointed head of the program information division, and was later placed in charge of program ideas. Before coming to CBS in 1933, Mr. Burke was with the *New York Times*.

Maxey to New WDEF

OVELTON MAXEY, formerly manager of WRTD, Richmond, and recently manager of WSTP, St. Petersburg, Fla., has joined WDEF, Chattanooga, as commercial manager. At the new station, which goes on the air Jan. 1, using 250 watts on 1370 kc., he will be associated with Fred Bugg, whom he succeeded at WTSP and who is now manager of WDEF. The Chattanooga station is owned by Joe Engel, local baseball club owner and big league scout. Eugene Wilkey, formerly with WDOD, Chattanooga is program director of WDEF, and J. V. Sanderson, formerly of WAPO, Chattanooga, is chief engineer.

JOHN A. CLARK, who operates a remote studio in West Allis, Wis., for WRJN, Racine, heads a company which has applied to the FCC for a new 250-watt daytime station on 1450 kc. in West Allis. Vice-president and a co-equal stockholder is Otto Freese, local ice cream maker.

Coleman Now at WAGA, WATL Names Comer

Mr. Coleman

WITH resignation Jan. 1 of Maurice C. Coleman as manager of WATL, Atlanta, to take over the sales managership of WAGA, Atlanta Blue network outlet, J. M. Comer Jr., chief engineer of WATL, has been named acting manager of the station. Jerome Elliott, of the WATL sales staff, has been appointed sales manager.

Mr. Coleman, for the last four years manager of WATL and a veteran of 11 years in Atlanta radio, accepted the WAGA post after conversations with George B. Storer, president of the Fort Industry Co., owner of the station, and Don Ioset, manager. Executive director of WATL is James Woodruff Jr.

OUR FAMILY
is in its
SECOND GENERATION

SINCE 1924, we've watched thousands of youngsters like these grow up . . . go to the State University or Agricultural College . . . marry . . . establish homes of their own. Now new generations are turning their dials to "580" . . . seeking the guidance of WIBW's friendly voice and neighborly personalities.

We're mighty proud of OUR FAMILY . . . over five million fathers and sons, mothers and daughters . . . equally proud that we enjoy the whole-hearted confidence of 1,238,890 homes.

Let us take you into these homes . . . introduce you as our friend . . . tell them the merits of your product. Thousands of advertisers have found this the quickest, surest way to get FAST, PROFITABLE RESULTS thruout Kansas and adjoining states.

WIBW IN TOPEKA "The Voice of Kansas"
COLUMBIA OUTLET FOR KANSAS
BEN LUDY, Gen. Mgr.
REPRESENTED BY CAPPER PUBLICATIONS, INC.
NEW YORK DETROIT CHICAGO KANSAS CITY SAN FRANCISCO

WANT
TO
CLEAN UP
IN
BATH (Ky.)?

If you're a-fixing to make a sales splash in Bath (Ky.), WAVE probably can't work the folks down there into a buying lather for you. But boy!—how we *can* help you clean up in the really big Louisville Trading Area, which accounts for more buying power than all the rest of Kentucky combined! You see, WAVE offers you *people* instead of geography—and bases its rates accordingly! . . . The rest of the story is equally interesting. Want to hear it?

LOUISVILLE'S
WAVE
INCORPORATED
5000 WATTS . . . 940 K.C. . . . N.B.C.
FREE & PETERS, INC.
National Representatives

THE BUSINESS OUTLOOK: NEW YORK

(*Continued from page 11*)

plained by an agency handling the advertising for both an auto and a watch manufacturer.

Army camps are providing a new market for cigarettes, foot-ache remedies, shaving paraphernalia and similar masculine products and a number of station representatives reported receiving inquiries from advertisers about stations whose signals cover the various campsites, although not much such business has been actually placed as yet.

Army camps may also become important as program origination points. Already American Tobacco Co. has lined up a number of camp broadcasts of the *Hit Parade* and *Kay Kyser* programs and the *Vox Pop* programs sponsored by Penn Tobacco Co. are shifting their locales from hotel lobbies and street corners to army camps. Although there are no definite plans for doing so, it is expected that other sponsors of audience participation shows will find the camps logical spots from which to bring their programs.

The war in Europe has had little effect on broadcasting here, except as it has inspired the defense program, which in turn has increased advertising generally. If all European ports were closed and exports of watch movements to America shut off, the advertising of these watches would of course be cancelled, but to date a sufficient quantity of movements is being received to maintain advertising and sales at a normal volume.

Nor has the demand of national defense on industry curtailed the production of consumer goods sufficiently to influence broadcast advertising of these goods.

More Local Programs

Several station representatives reported a trend toward an increased use of locally proved programs and a decrease in the number of transcriptions placed by national advertisers, which might be ascribed to improved programming on the part of the stations or to improved salesmanship in merchandising these programs to advertisers and agencies.

Another trend reported by certain representatives was toward increased use by national advertisers of stations in markets of less than 50,000 population, which had been included on very few national lists prior to 1940. As an example of this trend one firm reported that it represents a newspaper in such a market and occasionally takes orders for the paper's station as well although it does not represent the station.

"In 1939 this over-the-transom business, for that's all it amounts to, brought us commissions from this station of $27. In 1940 the station paid us more than $900, not as a result of any increased effort by us, but entirely from orders placed by agencies. The only conclusion we can draw is that radio is proving such an effective medium that advertisers are finding it profitable to use second and third markets as well as major markets in their radio campaigns."

The same thought was expressed by Roy C. Witmer, NBC vice-president in charge of Red Network sales, in explaining that the Red's increased billings in 1940 have been due chiefly to the inclusion of more stations in the networks used by advertisers. "The real basis of all radio increases," he stated, "is the increased appreciation by advertisers of broadcasting as a producer of sales."

Sponsors for Comments Of Fulton Lewis jr. on 30 Stations Last Year

THIRTY stations have carried sponsors for the Fulton Lewis jr. Washington news commentary broadcasts on MBS during 1940, according to a report by Mr. Lewis' manager, William B. Dolph, manager of WOL, Washington. At present 19 stations carry the program on a local sponsorship basis. The 1940 sponsors and stations were listed as follows:

KFEL, Denver, American National Bank of Denver; KFRC, San Francisco, Hastings Clothing Store; KLRH, Midland, Tex., Mackey Motor Co.; KSAL, Salina, Kan., Pittsburg-Midway Coal Co.; KTKC, Visalia, Cal., California Growers Winery; WAAB, Boston, Morris Plan Bank of Boston; WDAK, West Point, Ga., Valley Electric & Appliance Co.; WGH, Newport News, Va., Southern Breweries; WGRC, Louisville, Home Mutual Life Insurance Co. and Lincoln Bank & Trust Co.; WJEJ, Hagerstown, Md., Bowman-Warne; WJW, Akron, Gillette Safety Razor Co.; WLAP, Lexington, Ky., L. R. Cooke Chevrolet Co. and Falls City Brewing Co.; WMPS, Memphis, Tennessee Brewing Co.; WROK, Rockford, Ill., Household Furniture Co.; WSAY, Rochester, N. Y., Rochester Brewing Co.; WTJS, Jackson, Tenn., C. H. Little Co.; KBIX, Muskogee, Okla., Southland Oil Co.; KQV, Pittsburgh, Rosenbaum's Stores; WENY, Elmira, N. Y., Mennen Co.; WMT, Cedar Rapids, Ia., Scott McIntyre Co.; WNBF, Binghamton, N. Y., Hamlin Drug Stores; KGVB, Great Bend, Kan., Falcon Refinery; KPLT, Paris, Tex., North East Texas Motor Lines; KOME, Tulsa, Barnsdall Oil Co.; KHJ, Los Angeles, Desmond's (clothiers); WICC, Bridgeport, Conn., National Policy Division of Federal Life & Casualty Co. of New York. In addition, Mr. Lewis has had sponsors on KFDA, Amarillo, and WCMI, Ashland, Ky.

CBC Sued Over Old CKGW

CANADIAN Broadcasting Corp. is being sued at Toronto for $250,000 damages for alleged breach of lease by Gooderham & Worts Ltd., former operators of the 5,000-watt CKGW, Toronto, which the CBC's predecessor, the Canadian Radio Broadcasting Commission, leased in 1933 and operated as CRCT. Hearings in the case started after several postponements on Dec. 18, and were adjourned on Dec. 21 to Jan. 20. When the CBC built the present 50,000-watt CBL at Toronto, the equipment of the former CKGW was reportedly returned to Gooderham & Worts Ltd. The firm in 1936 was ready to put up a 50,000-watt station to replace the leased station, but could not obtain a license, it was pointed out in court.

Fame for Editors

THE MILLENIUM has arrived for hard-working radio news editors—by-lines at last. WBBM, Chicago, has inaugurated the policy of giving its news editors air credit for stories they have written independently of the station's wire services. The special dispatches are inserted in regular news periods and also are used separately at various times during the day. WBBM listeners now hear: "And now here is a special dispatch written especially for this program by (editor's name) of the WBBM news bureau."

WFBL
SYRACUSE
Here's Proof of Plus Coverage
That Means EXTRA Sales . . .

WFBL Pulls 21 Extra Counties
Beyond 8-County Primary Area

AGAIN WFBL proves its PLUS pulling power by drawing inquiries from 21 *extra* counties beyond its primary 8-county area—responses from 231 cities and towns in 29 counties. And more—WFBL pulled these inquiries from an announcement broadcast over a Columbia Network Daytime Show with duplicate coverage throughout the state.

Take advantage of WFBL's extra coverage—it means *extra* customers. Let WFBL help you reach more people . . . and step up volume sales. Write or wire WFBL Syracuse, New York, or Free & Peters, Inc., National Representatives.

ONONDAGA RADIO BROADCASTING CORP.
Syracuse, New York
MEMBER BASIC NETWORK COLUMBIA BROADCASTING SYSTEM
National Representatives, Free & Peters, Inc.

1000 watts on 600 k.c. means COVERAGE in Canada's rich Pacific Coast area. That's the story of

CJOR
Vancouver, B. C.
National Representative
Joseph Hershey McGillvra

Clyde Coombs Is Named As Manager of KARM

CLYDE COOMBS, for the last three years CBS account executive in San Francisco, on Jan. 1 became vice-president and general manager of KARM, Fresno, Cal. The appointment was made by W. W. Gardner, manager of the George Harm Estate, owners of KARM, a CBS affiliate.

Mr. Coombs

Mr. Coombs is a graduate of the U of Utah. After leaving college he joined General Electric in Schenectady as an engineer, specializing in broadcasting. He was among the engineers who set up the engineering department of RCA at Camden. Later he went to the Pacific Coast where he was in charge of engineering and sales for the broadcast division of RCA. His next step was to NBC in San Francisco, where he became an account executive. Then he transferred affiliations to CBS in the same capacity. He succeeds Jerry Kilgore, resigned.

Power Boost to 50 kw. Given WKBW, Buffalo

ANOTHER 50,000-watter was added to the country's roster of maximum power stations Dec. 17, when the FCC granted the application of WKBW, Buffalo, a boost in output from 5,000 watts on 1480 kc. A CBS outlet, the station will operate as a I-B transmitter, duplicating with KOMA, Oklahoma City. The stations, under the Havana Treaty reallocation slated to become effective March 29, will move to 1520 kc.

At the same meeting, the FCC also approved an increase in power for KGNC, Amarillo, from 2,500 watts day and 1,000 watts night to 5,000 watts day and 1,000 watts night, full time. WLOG, Logan, W. Va., was given a license modification authorizing full time operation in lieu of daytime only, with 100 watts on 1200 kc.

WELI, New Haven, was given a construction permit to increase night power from 250 watts to 500 watts, and day power from 500 watts to 1,000 watts, on 930 kc.

KLRA Asks 50 kw.

KLRA, Little Rock, now has pending before the FCC an application for 50,000 watts on 1010 kc., under terms of the Havana Treaty reallocation. Now assigned to 1390 kc. with 5,000 watts unlimited time, the station seeks a shift to the 1010 kc. channel, which becomes a Canadian Class I-A assignment under the treaty. KLRA is owned 63% by A. L. Chilton, 16% by the *Little Rock Gazette*, and 10% by R. E. Stueber.

WGES Asks Fulltime

FULLTIME operation, with an increase in power to 5,000 watts on 1360 kc., is sought by WGES, Chicago, in an application filed Dec. 23 with the FCC. The station now shares time with WSBT, South Bend, recently given fulltime on another frequency.

Initial Matter

IN VIRGINIA, VMI and VPI are readily understood abbreviations for the names of two prominent schools—Virginia Military Institute and Virginia Polytechnic Institute. Recently the WRVA, Richmond, program department received a communication from a listener, asking: "You all keep on playing VMI tunes. How about some VPI songs for a change?"

Big Gain Shown In Set Production

Portable Receivers Lead to Much of Phenomenal Rise

PURCHASERS of radio receivers get more for their money each year, according to preliminary figures of the 1939 Census of Manufactures, released Dec. 19 by the Bureau of the Census. With units of radio manufacture rising sharply over 1937, the preceding manufacturing census year, average price per unit had declined substantially by 1939, the Census Bureau figures indicated.

They also showed concretely the tremendous demand built up in the last few years for portable sets and radio-phonograph combinations, along with the steadily growing popularity of table model radios. These factors, and a steady demand for automobile radios, indicate that radio has branched out from the parlor to bedroom, kitchen and bath as well as outdoors.

According to the Census Bureau's survey of the radio and phonograph manufacturing industry, 8,256,250 radios valued at $111,847,649 were produced in 1939 for home and general use, compared with 5,843,569 units valued at $131,526,468 in 1937. This includes 6,965,162 table model radios, a jump from 4,231,191 in 1937, and 1,291,088 console models, a drop from 1,612,378 in 1937.

Portable sets, of which 500,369 units were reported manufactured in 1939, accounted for more than half of the phenomenal rise in the number of battery-operated sets, from 235,049 in 1937 to 1,152,735 in 1939. In addition, 474,823 radio-phonograph combinations were manufactured in 1939, valued at $17,193,408, compared with only 57,807 and a value of $4,567,342 in 1937. Total value of products of the industry, including receivers, transmitters, tubes, phonographs, etc. amounted to $275,870,165 in 1939. It is estimated by the Institute of Radio Engineers that during 1940, a record-breaking year, 11 million radio receivers were manufactured [BROADCASTING, Dec. 15].

Get on WJHP's new highway to Jacksonville's buyways!
NBC BLUE
WJHP
JACKSONVILLE FLORIDA
H. G. WELLS, JR., General Manager
Represented nationally by JOHN H. PERRY ASSOCIATES
WM. K. DORMAN, Mgr., 225 West 39th St., N. Y. CITY
CHICAGO DETROIT ATLANTA PHILADELPHIA

MUMMERS' PARADE CANCELED BY WIP

FIRST repercussions in Philadelphia to the ASCAP feud came when WIP cancelled its broadcast of the traditional New Year's Mummers' Parade Jan. 1. For years, the station has broadcast the colorful parade. This year, faced with the problem of carrying disputed tunes from the more than two dozen bands, the station decided to pass up the event to escape any possible trouble.

At WFIL, Philadelphia, several program changes were necessitated because of the music situation. Daily remote and Saturday night pickups of the Sleepy Hollow Gang, hillbilly group broadcasting from Pennsburg, Pa., were cancelled, making it necessary for the rural entertainers to come into the city and do their broadcasts from the studio so musical selections could be checked. In addition, it was necessary to change the format of two half-hour Saturday morning shows devoted to a Philadelphia high school and a suburban high school.

FIRST prize in a contest sponsored by *Glamour* for the best department store window design went to Louise Steffens, receptionist at KWK, St. Louis. The design was to serve as a means of emphasizing that the store carried clothes featured by the magazine. Miss Steffens gets her choice of any dress featured in the current issue. The prize winning design will probably be used by a St. Louis department store shortly.

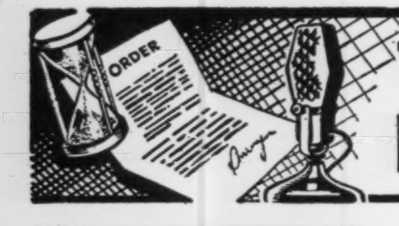
STATE & MADISON? NOPE—JUST FIRST 'N' MAIN!

Many a visitor to Fargo has marveled at the big-city busy-ness of this town of 36,000 souls. The answer is easy: Fargo is the buying center of a million-and-a-half other Red River Valley people—prosperous people who account for 46% of all retail purchases in North Dakota, South Dakota and Minnesota [excluding the counties containing Minneapolis and St. Paul].

Isn't it important, then, to use the only station reaching all the Valley—the only NBC station within 190 miles?

WDAY, INC.
N. B. C.
FARGO, N. D.
940 K. C. . . 5000 WATTS, FULL TIME
Affiliated with the Fargo Forum

FREE & PETERS, Nat'l Representatives



THE *Business* OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

KDKA, Pittsburgh

American Chicle Co., Long Island City, N. Y., 6 *sa* weekly, thru Badger & Browning, N. Y.

John Morrell & Co., Ottumwa, Ia. (E-Z Cut Ham), 2 *sp* daily, thru Henri, Hurst & McDonald, Chicago.

Kroger Grocery & Baking Co., Cincinnati, 10 *t* weekly, thru Ralph H. Jones Co., Cincinnati.

Bristol-Myers Co., New York (Minit-Rub), 6 *sa* weekly, 52 weeks, thru Young & Rubicam, N. Y.

Piso Co., Warren, Pa. (cough medicine), 2 *sa* weekly, 5 *sa* weekly, thru Lake-Spiro-Shurman, Memphis.

Philadelphia Co., Pittsburgh (electric utility), *sa* series, direct.

Duquesne Brewing Co., Pittsburgh, *sp* series, thru Walker & Downing, Pittsburgh.

Dr. Ellis Sales Co., Pittsburgh (cosmetics), *sa* series, thru Smith, Hoffman & Smith, Pittsburgh.

Phillips Packing Co., Cambridge, Md. (soup), *sa* series, thru Aitkin-Kynett Co., Philadelphia.

Clearfield Taxidermy Co., Clearfield, Pa., 13 *sa*, direct.

Cleveland Cooperative Stove Co., Cleveland (Grand ranges), *sp* series, thru Lang, Fisher & Kirk, Cleveland.

North American Accident Insurance Co., Newark, 3 *sp* weekly, thru Franklin Bruck Adv. Corp., N. Y.

Vick Chemical Co., New York (proprietary), 3 *sa* weekly, thru Morse International, N. Y.

Ludens Inc., Reading, Pa. (cough drops), 180 *sa*, thru J. M. Mathes Inc., N. Y.

Pittsburgh Brewing Co., Pittsburgh, 6 *sp* weekly, thru Smith, Hoffman & Smith, Pittsburgh.

Potter Drug & Chemical Corp., Malden, Mass. (Cuticura), 12 *sa* weekly, thru Atherton & Currier, N. Y.

F. Ad Richter, Brooklyn (proprietary), 3 *sa* weekly, thru H. W. Kastor & Sons, Chicago.

K. A. Hughes Co., Roxbury, Mass. (Salicon), *sa* series, thru Badger & Browning, Boston.

Standard Vitamin Corp., New York (Candicod), 26 *sa*, thru Al Paul Lefton Co., Philadelphia.

WHN, New York

King David Memorial Park, New York, 4 *sp* weekly, 52 weeks, thru Raymond Spector Co., N. Y.

Morris Plan Industrial Bank, New York, 6 *sa* weekly, 10 weeks, thru Gotham Adv. Agency, N. Y.

Bond Stores, New York (clothes), daily *sa*, 4 days, thru Neff-Rogow, N. Y.

American Writing Machine Co., New York (typewriters), 3 *sa* weekly, thru Leeford Adv. Agency, N. Y.

Local Loan Co., Chicago, 6 *sp* weekly, thru Geo. H. Hartman Co., Chicago.

Plough Inc., Memphis (nose drops, inhaler, aspirin), 12 *sp* weekly, 52 weeks, thru Lake-Spiro-Shurman, Memphis.

Gottfried Baking Co., New York (Hanscom and Golden Crust bread), 6 *sp* weekly, 52 weeks, thru Ideas Inc., N. Y.

KPO, San Francisco

Regal Amber Brewing Co., San Francisco, weekly *sp*, thru M. E. Harlan, San Francisco.

North American Accident Insurance Co., Newark, 3 *t* weekly, thru Franklin Bruck Adv. Corp., N. Y.

Southern Pacific Co., San Francisco, 5 *sa* weekly, thru Lord & Thomas, San Francisco.

Denalan Co., San Francisco (dental plate cleanser), weekly *sa*, thru Rufus Rhoades & Co., San Francisco.

Art Metal Works, Newark (Ronson lighters), 5 *sa* weekly, thru Cecil & Presbrey, N. Y.

KGO, San Francisco

Gernhardt-Strohmaier Co., San Francisco (stoves), 2 *sa* weekly, direct.

Kilpatrick's Bakery, San Francisco (chain), 5 *sa* weekly, thru Emil Reinhardt, San Francisco.

Moore's Ltd., San Francisco (men's store chain), 6 *sa* weekly, thru Long Adv. Service, San Francisco.

Sonotone Co., San Francisco (hearing aids), 3 *sa* weekly, thru M. E. Harlan, San Francisco.

KECA, Los Angeles

Guaranty Union Life Ins. Co., Beverly Hills Cal. (insurance), 52 *sp*, thru Stodel Adv. Co., Los Angeles.

C. H. Baker & Co., Los Angeles (shoe chain), 5 *sa* weekly, thru Sidney Garfinkel Adv Agency, Los Angeles.

Occidental Life Ins. Co., Los Angeles, weekly *sp*, thru Heintz, Pickering & Co., Los Angeles.

KNX, Hollywood

Sears, Roebuck & Co., Los Angeles, 52 *sa*, thru Mayers Co., Los Angeles.

C. H. Baker Co., Los Angeles (shoes), 6 *sp* weekly, thru Sidney Garfinkel Adv. Agency, Los Angeles.

California Grown Sugar Group, San Francisco (beet sugar), 6 *sp* weekly, thru Botsford, Constantine & Gardner, San Francisco.

KFBB, Great Falls, Mont.

Grove Labs., St. Louis (Bromo Quinine), 65 *sa*, thru J. Walter Thompson Co., Chicago.

American Dairy Assn., Chicago (butter), 330 *sa*, thru Lord & Thomas, Chicago.

United Drug Co., Boston (Rexall), 12 *t*, thru Spot Broadcasting, N. Y.

WKRC, Cincinnati

Little Crow Milling Co., Warsaw, Ind. (Coco Wheats), 6 *sp* weekly, thru Rogers & Smith, Chicago.

FIRST of those 1,000 birthday cakes distributed on the 10th anniversary of WGAR, Cleveland, went to Mayor Harold H. Burton (left) of Cleveland, who accepted the culinary gem from Manager John F. Patt of WGAR.

KHJ, Los Angeles

Thrifty Drug Co., Los Angeles (chain), 90 *sa* and *ta*, thru Milton Weinberg Adv. Co., Los Angeles.

Dr. Hiss Clinic & Classified Shoes, Los Angeles (chain), weekly *sp*, thru Foot Health Adv. Alliance, Los Angeles.

Fels & Co., Philadelphia (Fels Naptha soap), 6 *sp* weekly, thru S. E. Roberts, Philadelphia.

Feltman & Curme Shoe Stores, Los Angeles (chain), 7 *sa* weekly, thru Advertising Arts Agency, Los Angeles.

Musterole Co., Cleveland (Musterole & Zemo), 5 *ta* weekly, thru Erwin, Wasey & Co., N. Y.

Lydia E. Pinkham Medicine Co., Lynn, Mass. (proprietary), 5 *ta* weekly, thru Erwin, Wasey & Co., N. Y.

Eckert Brewing Co., Los Angeles (beer), 6 *sa* weekly, thru Chas. H. Mayne Co., Los Angeles.

KXOK, St. Louis

Peter Paul Inc., Naugatuck, Conn. (Ten Crown gum), *ta* series, thru Platt-Forbes, N. Y.

American Dairy Assn., Chicago (institutional), *ta* series, thru Lord & Thomas, Chicago.

Folger Coffee Co., Kansas City, 5 *t* weekly, thru R. J. Potts & Co., Kansas City.

Standard Oil Co. of N. J., New York (Nujol), 5 *t* weekly, thru McCann-Erickson, N. Y.

North American Accident Insurance Co., Newark, 3 *t* weekly, thru Franklin Bruck Adv. Corp., N. Y.

Mentho-Kremo Co., Chicago (M-K cough drops), *ta* series, thru Albert Kircher Co., Chicago.

KFI, Los Angeles

John Morrell & Co., Ottumwa, Ia. (E-Z Serve loaves), 5 *sp* weekly, thru Henri, Hurst & McDonald, Chicago.

Guaranty Union Life Ins. Co., Beverly Hills, Cal., 52 *sp*, thru Stodel Adv. Co., Los Angeles.

Smart & Final Co., Wilmington, Cal. (food products), 3 *sp* weekly, thru Heintz, Pickering & Co., Los Angeles.

National Funding Corp., Los Angeles (finance), 4 *sp* weekly, thru Smith & Bull Adv., Los Angeles.

WICC, Bridgeport, Conn.

Continental Baking Co., New York (Wonder bread), 20 *sa*, thru Benton & Bowles, N. Y.

Packard Motor Car Co., Detroit, 14 *sa*, thru Young & Rubicam, N. Y.

Ford Motor Co., Detroit, *sa* series, thru McCann-Erickson, N. Y.

National Carbon Co., New York (Prestone), 26 *sa*, thru J. M. Mathes Co., N. Y.

Minwax Co. New York (wax), 20 *sa*, thru W I. Tracy Inc., N. Y.

WGN, Chicago

Washington State Apple Adv. Commission, Wenatchee, Wash., 5 *ta* weekly, thru J. Walter Thompson Co., Hollywood.

Bond Stores Inc., New York (men's clothing), daily *sp*, thru Neff-Rogow, N. Y.

KOA, Denver

Bay Petroleum Corp., Denver, 2 *sp* weekly, thru Raymond Keane Adv. Agency, Denver.

Dwarfies Corp., Council Bluffs (cereal), weekly *sa*, thru Buchanan-Thomas Adv. Agency, Omaha.

WMCA, New York

Dime Savings Bank, Brooklyn, 8 *sp* weekly, 52 weeks, thru Austin Adv., N. Y.

Howard Inches Products, Chalfont, Pa. (vitamin and health foods), 5 *sp* weekly, 52 weeks, thru W. I. Tracy, N. Y.

Musterole Co., Cleveland (Musterole & Zemo), *sa* series, 26 weeks, thru Erwin, Wasey & Co., N. Y.

Dawn Publishers, Brooklyn (religious publications), weekly *sp*, 52 weeks, thru Blackstone Co., N. Y.

Fairmont Creamery Co., Omaha, (dairy products), 3 *sp* weekly, 52 weeks, thru Plaza Adv., N. Y.

Reid Mundoch & Co., Chicago (Monarch foods), 6 *sa* weekly, 52 weeks, thru Rogers & Smith Adv., Chicago.

Grove Labs., St. Louis (Bromo Quinine), *sp* series, 20 weeks, thru J. Walter Thompson Co., N. Y.

C. A. Briggs Co., Cambridge (H. B. cough drops), 2 *sa* weekly, 16 weeks, thru Horton-Noyes Co., Providence.

Packard Motor Car Co., Detroit (auto show), 8 *ta*, thru Young & Rubicam, N. Y.

Optical Membership Plan Inc., New York, 5 *sp* weekly, *ta* series, direct.

Madison Personal Loan Co., Jamaica, weekly *sp*, placed direct.

Continental Baking Corp., New York (Wonder bread), 26 *sa*, thru Benton & Bowles, N. Y.

WNEW, New York

American Fruit Growers, New York (Blue Goose fruit), 4 *sa* weekly, 13 weeks, thru Walker & Downing, N. Y.

Monarch Wine Co., New Cork, 6 *sp* weekly, thru Arthur Rosenberg Co., N. Y.

Crosley Distributing Corp., New York (radios), 3 *sp* weekly, 5 weeks, direct.

Smith Bros., Poughkeepsie, N. Y. (cough drops), 3 *sa* weekly, thru J. D. Tarcher Co., N. Y.

Rum & Maple Tobacco Corp., New York, 6 *sp* weekly, thru Arthur Rosenberg Co., N. Y.

Beaumont Labs., St. Louis (4-way cold tablets), 25 *sa* weekly, 13 weeks, thru H. W. Kastor & Sons, Chicago.

Roxy Theatre, New York (20th Century Fox Film release), 11 *sa* weekly, thru Kayton-Spiero Co., N. Y.

WBNX, New York

Adam Hat Stores, New York, 24 *sa* weekly, direct.

Fairmount Creamery Co., New York (Fairmount butter), 2 *sp* weekly, thru Joshua Epstein Agency, N. Y.

Banco de Napoli Trust Co., New York, 6 *sp* weekly, direct.

Stanback Co., Salisbury, N. C. (headache powders), 6 *sa* weekly, thru Klinger Adv. Corp., N. Y.

Garcia Wine Corp., New York (wine), 6 *sa* weekly, direct.

WINS, New York

Madison Long Island Personal Loan Co., 21 *sa* weekly, 13 weeks, thru Klinger Adv. Corp., N. Y.

Compleat Collector Publishing Co., New York, 3 *sp* weekly, 15 weeks, thru H. Wallace Campbell, N. Y.

KDYL, Salt Lake City

General Cigar Co., New York (Van Dyck), 26 *sp*, thru Federal Adv. Agency, N. Y.

Sold Out

MESSER CANDY Co., Cincinnati, bought 15 spot announcements on WCKY to extol the virtues of its Mayfair chocolates as Yule gifts, listing dealers. Two days before Christmas, the sponsor phoned the station and asked it to use the remaining spots to wish its customers a Merry Christmas. "We're all sold out of Mayfair chocolates and hard candy," he said, "and now we're getting ready for a record Easter business."

Radio Advertisers

EGOFOAM PRODUCTS Co., New York (shampoo), which had done no advertising of any kind prior to a recent 13-week participation on Ida Bailey Allen's *Homemaker's Hour* on WMCA, New York, is reported considering a half-hour variety program on a New York station. Distribution of product is at present confined to the metropolitan area. Bob Wheaton Productions, New York, handles the account.

STANCO PRODUCTS, New York, makers of Mistol, Nujol and Flit, have dropped their transcribed serials, *Career of Alice Blair* and *Meet Miss Julia*, as of Dec. 28, with advertising plans for 1941 uncertain. McCann-Erickson, New York, agency on the account, expects radio to be included in the new campaign, however.

HAROLD PHREN Inc., Springfield, Ill. (Dodge and Chrysler dealer), is sponsoring a thrice-weekly *Post Card Auction* on WCBS, Springfield. Program is written by Briggs-Hoffman features, St. Louis.

WIEBOLDT STORES, Chicago (department chain), on Dec. 23 renewed for 52 weeks its thrice weekly half-hour *Musical Clock* series on WMAQ, Chicago. Agency is Needham, Louis & Brorby, Chicago.

WILSON & Co., Chicago (Ideal Dog Food), on Jan. 15 starts a six-weekly 10-minute news period on WOW, Omaha, and on Feb. 1 starts six weekly spot announcements on KDKA, Pittsburgh. Both contracts are for 52 weeks. In addition on Dec. 23 firm renewed its six-weekly five-minute news period on WMAQ, Chicago. U. S. Adv. Corp., Chicago, handles the account.

JOHN MORRELL & Co., Ottumwa, Ia. (Dog Food), on Dec. 16 started a five-weekly 10-minute news period on KMBC, Kansas City. On Jan. 1 the firm renews for 52 weeks *Doggie Dan* on WMAQ, Chicago. Henri, Hurst & McDonald, Chicago, handles the account.

MODERN FOODS Inc., Los Angeles (Hasty Pastry Pie Crust dough), recently organized, is sponsoring thrice weekly participation on *Sunrise Salute*, KNX, Hollywood. Contract is for 13 weeks ending March 14. Agency is W. C. Jeffries Co., Los Angeles.

SECURITY-FIRST NATIONAL BANK, Los Angeles (loans and investments), in a Southern California campaign, on Jan. 1 starts using nightly station-break announcements on KFI KTMS KMJ KXO KVEC. Contract is for 26 weeks. Agency is Dana Jones Co., Los Angeles.

STANDARD OIL Co., of California, one of the oldest users of radio time signals in the West, on Jan. 1 renewed for 52 weeks its time signal spots on all the major stations in the key markets in six Western States—California, Washington, Oregon, Utah, Arizona and Idaho. Standard thus enters its eighth year as a consistent user of time signal announcements. Agency is McCann-Erickson, San Francisco.

ROMA WINE Co., Lodi, Cal. (wines) recently expanded the list of stations carrying its thrice-weekly *What Do You Think*, Monday, Wednesday, Friday, 6:45-7 p.m. (PST), to a total of 23 when it added three Utah stations—KLO, Ogden; KEUB, Price, and KOVO, Provo. Three stations in Arizona and 17 in California release the program. Account is handled by Cesana & Associates, San Francisco.

MASTER PHOTO FINISHERS ASSN., Los Angeles, new to radio, on Dec. 22 started sponsoring a weekly one hour audience participation game, titled Swingo, on KFWB, Hollywood. Contract is for 52 weeks. Participants secure game cards from neighborhood drug stores or other concerns using the sponsor's service. More than 130 prizes are awarded weekly. Al Jarvis conducts the program, with musical interlude supplied by Leon Leonardi's orchestra. A different nationally known composer is also featured each week as special guest. Smith & Bull Adv., Los Angeles, is the agency, with John Cohan, account executive.

HOFFMAN CANDY Co., Los Angeles (wholesalers), using two spot announcements weekly on KNX and KECA, and one each week on KHJ, during the holiday season, plans to continue its campaign through January. Agency is The Mayers Co., Los Angeles.

SANTA FE VINTAGE Co., Los Angeles (wines), new to radio, in a six-week test started Dec. 7 is using five spot announcements weekly on KHJ, that city. Firm plans to include other Southern California stations in January. Agency is West & Associates, Los Angeles.

Clipper Craft Drive

TRIMOUNT CLOTHING Co., Boston (Clipper Craft Clothes), will start a spring spot campaign on about 40 stations about March 15. One-minute transcribed dramatized announcements will be used, staggered on a basis of three times a week to once a day in various markets. Sponsor has recently purchased on WLW, Cincinnati, a quarter-hour news commentary heard Sundays from 11-11:15 p.m. Emil Mogul Co., New York, is agency.

DODGE DEALERS of Chicagoland in mid-December moved the weekly half hour *Hall of Sport* from WGN, Chicago, to WBBM, same city. The program features a board of sports experts who answer questions submitted by listeners, and is placed by Ruthrauff & Ryan Inc., Chicago.

WINCHARGER Corp., Sioux City, Ia. (windmills and antenna towers) is sponsoring a three-times weekly series on KSCJ, originating in the company's factory. Announcer Charles Sebastian visits a different department of the factory for each broadcast.

TO PLUG the picture, "Love Thy Neighbor", starring Fred Allen and Jack Benny, Paramount Pictures, New York, purchased a quarter-hour on WOR, Newark. Program, which originated in front of the Paramount Theater, New York, the night of the premiere, consisted of interviews with screen and radio celebrities. Buchanan & Co., New York, is the agency.

CHASE NATIONAL BANK, New York, has renewed on WJZ, New York, for another 13 weeks starting Dec. 24 the Tom Powers 10-minute commentary, titled *But That's Not New York*, Tuesdays and Thursdays, 7:30-7:40. Albert Frank-Guenther Law, New York, is the agency.

CLICQUOT CLUB Co., Chicago, Ill. (Clicquot Club), on Dec. 25 started a 13-week schedule of 15 spot announcements weekly on WGN and WCFL, Chicago, and WIND, Gary, Ind. Schwimmer & Scott, Chicago, is agency.

HEILEMAN BREWING Co., LaCrosse, Wis. (Old Style Lager), uses radio for the first time in sponsoring five weekly spot announcements on WGN, Chicago, effective Jan. 1. L. W. Ramsey Co., Chicago, is agency.

THE VALUE
OF INFORMATION
IS MEASURED BY ITS
RELIABILITY

TODAY, neither medicine nor merchandising can diagnose wisely from mere surface indications. That's why we consider it our job to dig for the basic factors affecting any spot-broadcasting situation, and to present them without color or bias.

JOHN BLAIR & COMPANY

National Representatives of Radio Stations

CHICAGO	NEW YORK	DETROIT	ST. LOUIS	LOS ANGELES	SAN FRANCISCO
520 N. Michigan Ave.	341 Madison Avenue	New Center Bldg.	455 Paul Brown Bldg.	Chamber of Comm. Bldg.	608 Russ Building
SUPerior 8659	Murray Hill 9-6084	Madison 7889	Chestnut 4154	Prospect 3584	Douglas 3188

FEDERAL OUTFITTING Co., Los Angeles (chain clothiers), out of radio for some time, on Jan. 3 starts sponsoring the weekly quarter-hour contest program, *Radio Charades*, on 3 Southern California Don Lee network stations (KHJ KFXM KPMC), Fri., 7:15-7:30 p.m. Contract is for 13 weeks. Written by Walter Guedel, the series will be produced by Fred Becker, radio director of Heintz, Pickering & Co., Los Angeles, agency servicing the account. Dave Young will conduct the program, with 80 merchandise certificates awarded weekly. Firm, in addition, on Jan. 17 starts sponsoring a thrice-weekly quarter-quarter-hour early morning program on KNX, Hollywood. Program details are now being worked out.

AGNEW-SURPASS SHOE Stores Ltd. (chain) has expanded its weekly half-hour *Fun Parade* on CFRB, Toronto, by recording the show, the transcriptions starting Dec. 12 on CJKL, Kirkland Lake, Ont.; CKSO, Sudbury, Ont.; CKGB, Timmons, Ont. Account was placed by Dickson & Ford Ltd., Toronto.

BREAKFAST CLUB COFFEE Inc., Los Angeles (coffee), formerly a consistent user of West Coast spot radio, on Jan. 7 starts sponsoring twice weekly the *Voice of Friendship*, with Rita Murray, commentator, on three CBS California stations—KNX, KARM, KSFO—Tuesday, and Thursday, 7:45-8 a.m. Contract is for 52 weeks. Lockwood - Shackelford Adv. Agency, Los Angeles, has the account.

Clear All Wires

KIDO, Boise, Ida., claims a real radio first and defies anyone to dispute it. The Rocky Mountain Syrup Co., a new concern, has purchased two 25-word announcements on the station. But the sales manager of the firm was so enthusiastic about his new radio "program" that he purchased space in a Boise paper to inform listeners that Rocky Mountain was on the air. The ad read: "Rocky Mountain Syrup Company's Sourdough Syrup on the Air over KIDO Monday and Saturday between 7 and 8 a.m."

REGAL AMBER BREWING Co., San Francisco (beer and ale) has renewed for 52 weeks its quarter-hour *Regal Amblings*, featuring Herb Caen, *Chronicle* columnist, on KPO, San Francisco, Mondays, 8:15-8:30 p.m. Agency is M. E. Harlan, San Francisco.

EUCLID CANDY Co. of Cal., San Francisco (Red Cap candy) on Dec. 16 started a weekly series *Junior G-Man*, featuring Jack Goodman and Don Victor, Mondays, 5:15-5:30 p.m., on KFRC, San Francisco. Sidney Garfinkel Adv. Agency, San Francisco, is agency.

ROBINSON LABORATORIES, Philadelphia, has cut a series of 24 transcribed announcements for Parisian Tailors, Philadelphia, for use on the tailoring concern's nightly *Night Club of the Air* on WPEN, Philadelphia. Announcements were by Tom Livezly, of the station staff.

BRAUN BAKING Co., Pittsburgh (bakery goods), is currently sponsoring five-weekly quarter-hour programs featuring the *Dream Weaver* on KDKA, Pittsburgh. For the second consecutive season the firm is sponsoring the Pittsburgh portion of the Mutual cooperative program *Show of the Week* on WCAE. W. E. Long Co., Chicago, is agency.

NATIONAL FUNDING Corp., Los Angeles (finance), a heavy and consistent user of West Coast radio time, is currently sponsoring a daily quarter-hour newscast on KGO, and four similar programs each week on KFI, as well as 10 minute news periods on KPO, five times weekly. In addition, the firm is using a five-minute program, *Seven Top News Stories of the Day*, five times weekly, on KSFO and KNX, and daily participation in Rise & Shine on KHJ. A total of 126 time signal announcements are being sponsored weekly on KWJJ, with 35 per week on KEX and 14 on KGW. Smith & Bull Adv., Los Angeles, has the account.

BETH WEBER'S CHARM SCHOOL, Chicago, on Dec. 11 started a weekly quarter-hour program entitled *Smart Set* on WJJD, Chicago. The program is conducted by Rosemary Wayne who interviews radio, stage and screen stars. Effective Jan. 1, firm will increase its schedule to thrice-weekly. Account was placed direct.

OCCIDENTAL LIFE INSURANCE Co., Los Angeles, out of radio for approximately three years, in a 13-week test campaign ending March 27 is sponsoring the weekly half-hour *School Kids Kwiz* on KECA, that city. Agency is Heintz, Pickering & Co., Los Angeles.

GROVE LABS., St. Louis (Bromo Quinine), on Dec. 9 started a 13-week schedule of five-weekly one-minute transcribed announcements on KFBB, Great Falls, Mont.; KIDO, Boise, Ida.; KGHL, Billings, and KOH, Reno. J. Walter Thompson Co., Chicago, handles the account.

Fight Funds to Charity

WHEN THE Jacob Ruppert Brewery, New York, sponsored on WINS, New York, the broadcast of the Diamond Belt Amateur Boxing Championships held Dec. 6 in Madison Square Garden, both the station and the agency handling the account, Ruthrauff & Ryan, New York, donated all revenue from the broadcast to the New York Milk Fund, under whose auspices the bouts were held.

FRIDAY the 13th, last, was natal day for Peter Grant, chief of the announcing staff of WLW-WSAI, Cincinnati, so Crosley friends sent him a singing telegram. Grant almost fell over the piano when he observed that the singing messenger boy accompanied himself on the piano.

Now Believes in 13th

HAROLD DAVIS, program director of WDAS, Philadelphia, had planned a program debunking "Friday the 13th" as one of ill omen, but now believes implicity in the myth. Mirrors were to be broken in front of the microphone; a black cat was to be chased in front of the announcer and an announcer was to carry the microphone under a ladder set up in the studio. At the last minute, Davis rushed into the studio with the last part of the script which stated definitely there was no truth to the legend, only to trip over the microphone cord, break a tooth and the microphone.

Morrell Extending

JOHN MORRELL & Co., Ottumwa, Ia. (E-Z Cut Ham), on Jan. 1 renewed for 26 weeks its weekly participation in *Women of Tomorrow* on WJZ, New York. Other renewals include: five-minute ticpiations in *Home Forum* and *Shopping Circle* on KDKA, Pittsburgh, effective Dec. 4 for 26 weeks and presented twice daily on different days; five quarter-hour programs weekly featuring Ty Tyson on WWJ, Detroit, effective Nov. 4 for 26 weeks; thrice-weekly four-minute participation in *Mildred Carlson's Home Forum* program on WBZ, Boston, effective Nov. 1; five-daily one-minute participation in *Ruth Chilton's Household* program on WSYR, Syracuse, effective Nov. 11. The firm renewed Dec. 29 on behalf of Red Heart dog food *Bob Becker's Chats About Dogs* on 52 NBC-Red stations and WGN, Sunday, 3:45-4 p.m. Henri, Hurst & McDonald, Chicago, handles the account.

Our Pledge for 1941:

GUARANTEED TIME

For National Spot Advertisers in BALTIMORE

NOTE: Right now there are several popular "live talent" shows with ready-built audiences available for sponsorship. Write for details or see your Petry representative.

WFBR

National Representative: Edward Petry & Co.

★ ON THE NBC RED NETWORK ★

A MONEY MAGNET!

WAIR advertisers CASH IN on the magnetic force we've built in this money-making, money-spending territory. Better hurry up and JOIN—

WAIR

Winston-Salem, North Carolina

National Representatives
International Radio Sales

KSCJ SIOUX CITY IOWA

The JOURNAL

5000 WATTS DAY
1000 WATTS NITE

The ONLY Radio Transmitter of this or greater power within 75 miles of Sioux City

Right to Perform Records Sustained

Supreme Court Refuses Plea To Review Whiteman Case

BROADCAST stations are free to perform phonograph records without fear of paying monthly fees to the record manufacturers or performing artists by virtue of the refusal Dec. 16 of the Supreme Court to review the decision of the U. S. Circuit Court of Appeals in the RCA-Whiteman test case.

By declining to grant certiorari, the highest tribunal in effect sustained the opinion of the Circuit Court rendered last July 25, in which it held that a broadcaster may buy ordinary phonograph records and use them on the air without the necessity of obtaining permission from either the manufacturing company or the recording artist. Thus, the appellate court's decision represents the law in all States save Pennsylvania, where a different rule prevails because of a State Supreme Court decision in the Waring vs. WDAS case.

RCA and the National Assn. of Performing Artists sought to have the Supreme Court review the appellate court's decision. The appellate court had reserved an opinion of the Federal District Court in New York, which had held that both manufacturing company and artist possessed restrictive rights.

Possible State Suits

Whether there will be new litigation on this issue, of primary importance to independent stations, is conjectural. So far as could be ascertained, RCA Mfg. Co. will not attempt further litigation, for the present in any event. NAPA, formed for the specific purpose of seeking revenue for recording artists if their words are performed is expected to file additional suits in New York and probably in other areas, in an effort to establish the right of the performing artists against purported record competition.

The NAPA procedure, is is understood, probably will be to bring actions in State courts rather than in Federal tribunals, and establish State laws which might take precedence over the strong decision of the Federal appellate court.

While the Supreme Court did not hand down a written opinion in refusing certiorari, NAPA spokesmen entertain the view that the refusal to review was based on the conclusion that no Federal question was involved and that the matter is purely one of New York State law.

Following the opinion of Federal Judge Vincent L. Leibell in August, 1939, holding that the manufacturer and artist possessed restrictive rights, RCA announced a licensing plan under which stations would pay royalties for performance of records, ranging up to $300 per month. When WNEW, N. Y., appealed the case, RCA held in abeyance its licensing plan. Other record companies also considered licensing arrangements but suspended activity once the appeal was noted. NAPA financed the litigation for Paul Whiteman. The WNEW expense was underwritten by NAB, which retained Stuart Sprague and Col. Joseph M. Hartfield of New York as special counsel.

TRANSCRIPTIONS

COLUMBIA Recording Corp. has completed arrangements with Lang-Worth Feature Programs to record all of their 1941 library of non-ASCAP music at CRC's studios in New York, according to William A. Schudt, general manager of the CRC transcription division. Some 400 of the Lang-Worth basic library selections were recently recorded by CRC and the balance, comprising some 1700 numbers, are masters recently reprocessed by CRC from which new pressings have been mnaufactured.

ROY ROGERS Inc., Hollywood production unit, has filed articles of incorporation with the California Secretary of State in Sacramento. Firm, temporarily established in North Hollywood, has been organized to produce motion pictures, live and transcribed shows, and phonograph recordings. Personal management of talent is also included. Roy Rogers, cowboy film actor, is listed as president, with Lou Fulton, free lance writer-producer, vice-president. Cecil Schley is secretary-treasurer, and Sam Houston Allan, counselor.

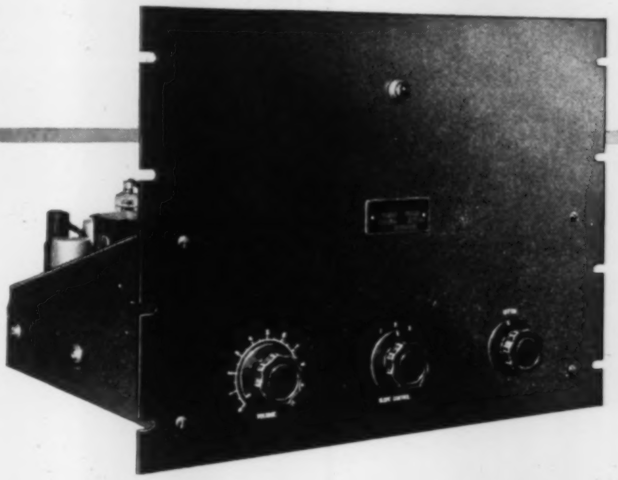
VARIETY INVESTMENTS PTY. Ltd., Melbourne, Australia, with headquarters at 239 Collins St., has taken over studios and equipment of the recording division of the Victorian Broadcasting Network. Although incorporated as a separate company, it will function for the network, and in addition engage in general recording business. David F. Syme is managing director, with R. A. Fitts, general manager and chief engineer.

RADIO HOUSE Inc., new radio production and transcription recording company, has opened offices at 18 E. 50th St., New York. Martha Jayne Rountree, former advertising agency executive and Walter Royall, formerly with NBC, head the organization. Telephone number is Eldorado 5-1860.

FTC Actions

CRAZY WATER Co., Mineral Wells, Tex., has been ordered by the Federal Trade Commission to stop alleged misrepresentations in advertising, via radio and other media, for Crazy Mineral Water, Crazy Water Crystals and Crazy Fiz, according to a Dec. 21 FTC announcement. Charles H. Phillips Chemical Co., New York, also has been cited to stop certain representations in radio and other advertising for Phillips' Milk of Magnesia Cleansing Cream and Texture Cream; Primrose House Sales Co., New York, ordered to stop certain representations via radio and other media for Delo skin cream. The FTC has issued complaints, alleging misleading advertising claims, against The Thomas Management Corp., Chicago, for hair preparations and treatment, and Hy-Pen Corp., Matoaka, W. Va., for Hy-Phen, proprietary. Parker Pen Co., Janesville, Wis., and W. A. Sheaffer Pen Co., Fort Madison, Ia., recently cited for alleged misrepresentations in advertising for their "lifetime" fountain pens, in mid-December answered the FTC complaints, maintaining that the pens will last for the lifetime of any purchaser if he avails himself of the provisions of the advertised guarantees. Fram Corp., East Providence, R. I., has stipulated to stop certain representations for the Fram Oil & Motor Cleaner.

NOW YOU CAN MAKE
ORTHACOUSTIC
PRESTO RECORDINGS



NEW PRESTO 88-A

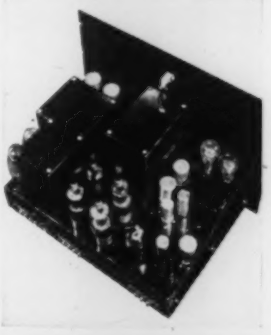
With the development of the new 88-A, 50 watt recording amplifier, Presto offers you for the first time a completely calibrated instantaneous recording system. The frequency response of the 88-A amplifier is matched to the characteristics of both the Presto 1-C cutting head and the Presto recording disc. Changes in response due to varying groove diameter are taken care of by the Presto 160-A automatic equalizer.

Using this complete system you can make Presto instantaneous recordings which will reproduce a frequency range from 50 to 9,000 cycles, uniformly, from start to finish.

A selector switch on the 88-A control panel pre-emphasizes the high frequency response to match the NBC Orthacoustic or either of the two high fidelity lateral reproducing systems now standardized in most broadcasting stations.

The 88-A amplifier has a gain of 85 db providing all the amplification necessary between your program lines or preamplifiers and the cutting head. The power output is 50 watts with 1% distortion. It mounts on a 14" x 19" rack panel and has a built-in power supply. List price is $250.00.

Add the 88-A amplifier and Presto 1-C cutting head to your recording installation. The results will be a revelation to you. Complete specifications are given in a new Presto catalog sheet just issued.



PRESTO RECORDING CORPORATION
242 West 55th Street, New York, N. Y.
World's Largest Manufacturers of Instantaneous Sound Recording Equipment and Discs

THE BEST SELLING

Quality

COMMUNICATIONS RECEIVER

Here is one of the many reasons for Hallicrafters supremacy in the amateur communications field. The new 1941 SX-28 gives you top quality performance plus the finest precision craftsmanship obtainable.

Check all these improved features! 15 tubes—6 bands—Frequency range 550 kc. to 42 mc.—Two stages preselection—Electrical bandspread on ALL BANDS including international short wave band—Calibrated bandspread inertia controlled—Micrometer scale tuning inertia controlled—Tone and AC On-Off—Beat Frequency Oscillator—AF Gain—RF Gain—Crystal phasing—Adjustable noise limiter—Send-receive switch—80, 40, 20 and 10 meter amateur bands calibrated—Wide angle "S" meter—Band pass audio filter—Improved signal to image and noise ratio—Push-pull high fidelity, audio output—6 step wide range variable selectivity—Phone jack—Improved headphone output. Dimensions 20½" x 10" x 14¾". Model SX-28 with crystal and tubes. $159.50.

the hallicrafters inc.
CHICAGO, U.S.A.

USED BY 33 GOVERNMENTS
SOLD IN 89 COUNTRIES

Broadcasters in Canada to Consider Plan for a Permanent Paid President

By JAMES MONTAGNES

THE Canadian Assn. of Broadcasters will appoint a permanent paid president at its annual meeting in Montreal Jan. 20, according to Harry Sedgwick, of CFRB, Toronto, CAB president for five years.

"CAB business has taken an increasing amount of time in the past few years," Mr. Sedgwick said, "and the directors at our recent meeting in Montreal considered the selection of a person suitable to carry on the full time job of president, with its frequent trips to Ottawa to discuss matters with the Canadian Broadcasting Corp., to handle an increasing amount of details with agency executives, and an increasing amount of executive work in dealing with problems presented by the station members."

Rapid Growth

The CAB has grown under Sedgwick's guidance from a small group of station owners to an organization embracing practically all privately-owned stations. Problems of operating a privately-owned system and a government-owned system as the CBC, which also has control over the private stations, continue to grow. With the advent of BMI (Canada) Ltd. duties of the CAB president have increased materially.

Canadian broadcasters have not yet been fully acquainted with the plan, except as discussed by the CAB directors representing eastern and western Canadian stations. The directors have looked over the field but no announcement of possible appointees has been made. Increased dues to pay the salary of the permanent president will be discussed at the conventions. Dues were doubled at the 1940 convention, from peak quarter-hour rate to peak half-hour rate, bringing in about $22,000 for the year.

CBY to Get 1 Kw.

CBY, Toronto, non-commercial outlet of the Canadian Broadcasting Corp., is to be increased from 100 watts to 1,000 watts by February, according to a report from the executive offices at Ottawa. A new site is being acquired for the new transmitter outside Toronto. The increase in power is reported to assure of better alternative sustaining program service for coverage of the Toronto area when CBL, Toronto, is carrying commercial programs.

CHRIS HANSEN LABS., Canada, Toronto, on Jan. 13 starts for Junket thrice-weekly transcribed spot announcements on 18 Canadian stations. Account was placed by A. McKim Ltd., Toronto.

WFBG
ALTOONA, PA.

- NBC RED
- 250 WATTS
- FULL TIME OPERATION
- RAILROAD SHOPS ON FULL TIME SCHEDULE

WFBG provides the only full coverage of the Altoona trading area.

CANADA BUYS TIME

Dominion Will Advertise Its Financial Drives

THE Canadian Government's Department of National Revenue in mid-January will start the first of three big financial campaigns using radio extensively. The first is to remind Canadian taxpayers that wartime income tax payments, starting at $750 for single and $1,500 for married persons, can be paid on the installment plan without interest if first payments are made in January. Final plans for the campaign are not yet complete. The income tax section of the campaign is being placed through A. McKim Ltd., McConnell Eastman & Co., and Cockfield Brown & Co. The second and third sections of the campaign deal with the sale of war savings stamps (25 cents), war savings certificates, and the third war loan. Practically all major Canadian agencies will take part in some stage of the campaign.

Canada Seeks Tourists

THE Ontario government will spend about $300,000 in the next six mouths advertising the province as a haven for United States tourists, according to an announcement by Provincial Premier Mitchell Hepburn. The campaign will be largely in conjunction with that of the Canadian federal government and other provincial governments. Just how much of the campaign will be spent on radio has not yet been decided, **BROADCASTING** was told Dec. 20 by Douglas Oliver, director of the Ontario Travel & Publicity Bureau. The British Columbia provincial government has alloted $146,595 for tourist advertising, according to a report from Vancouver.

GEORGE GRIM, head of the *Minneapolis Star-Journal* radio department and producer of *People Make News*, sponsored by the newspaper on WCCO, Minneapolis, left Dec. 26 via clipper for a month's vacation in South America. Mr. Grim is planning to make recordings on his trip with portable equipment he is taking with him, visiting nine cities including Rio de Janiero, Lima, and Buenos Aires, and returning to the Twin Cities on Jan. 25.

Canada Limiting Sponsored News

Network Stations Must Take Four CBC Reports Daily

THE 25 privately-owned stations on the Canadian Broadcasting Corp. national network must take at least four of the six daily news broadcasts to be furnished by CBC beginning Jan. 1, according to a letter from general manager Gladstone Murray to the station operators.

In his letter Murray re-emphasized that none of the CBS newscasts, which will be furnished the network stations free of charge, can be sponsored either directly or indirectly. This section of the letter was interpreted as a warning to station operators that no spot announcements could be used in proximity to the CBC newscasts.

Similarly, under the new plan, sponsored newscasts after Jan. 1 may carry only an institutional credit line and cannot be tied in with spot announcements before or after the news.

Stations not on the network may obtain the news free but must pay line charges where necessary. The four "must" newscasts will be carried at 8 a.m. and 1, 6 and 11 p.m. (EDST). The other news periods will be at 10:55 a.m. and 3:27 p.m.

The news will be rewritten by a special CBC staff from the reports of British United Press and Canadian Press.

Hovde Heads AMA

DR. HOWARD T. HOVDE, assistant professor of marketing in the Wharton School of Finance & Commerce of the U of Pennsylvania, on Dec. 28 was elected president of the American Marketing Assn. at the association's annual convention in Chicago. He succeeds Dr. Donald R. G. Cowan, director of commercial research of Republic Steel Corp., Cleveland. Other AMA officers elected at the meeting were Archibald M. Crossley, of Crossley Inc., vice-president, and Robert F. Elder, Lever Bros. Co., director.

RUTHRAUFF & RYAN has signed a five-year contract for *Radio Coverage Reports* which, according to Edgar Felix, director of the service, is the longest term research contract ever signed in the broadcast field. C. T. Ayres, business manager of the agency's radio department, handled the deal.

Directional over New York

Now! 5000 WATTS DAY and NIGHT

WBNX

YOUR BEST NATIONAL SPOT BUY

A NEW APPROACH TO THE NEW YORK MARKET

SUPER FM PLANNED IN WINSTON-SALEM

A SORT OF "super" FM station, which would have a primary coverage area of 70,000 square miles embracing about 5,000,000 population, is proposed in an application filed with the FCC Dec. 19 by Gordon Gray, broadcaster and newspaper publisher of Winston-Salem, N. C. Mr. Gray is the licensee of WSJS, and is also identified with the Reynolds tobacco interests.

The application is for location of a 50,000-watt FM transmitter on Clingman's Peak, 6,600 feet above sea level in the Mt. Mitchell area of North Carolina. The top of the antenna would be the highest point in the United States east of the Rockies, towering 6,875 feet. The 70,000-square mile area encompassed in the estimated coverage includes part of the Southern Appalachians, the cotton and tobacco Piedmonts and the Tennessee Valley basin. Service would be rendered to portions of seven States—North Carolina, South Carolina, Georgia, Tennessee, Virginia, West Virginia and Kentucky.

Mr. Gray states he proposes to operate the station primarily in the particular interest of the region and believes it would be an important factor in accelerating Southern industrial development. Associated with him in an advisory capacity is Lewis Windmuller, of Washington, who has been identified with radio since 1920. Engineering aspects of the project are under supervision of Glenn D. Gillett, consulting radio engineer, and Reed T. Rollo, Washington attorney, is counsel.

FCC Grants Extensions For Licensees of FM

DESIGNED to facilitate FM's transition from experimental to commercial operation, the FCC on Dec. 19 announced it will authorize, "on appropriate request", a 60-day extension of experimental FM licenses due to expire automatically Jan. 1. The plan was announced after it was indicated more time would be needed in some cases to switch from an experimental to a regular program basis.

The Commission indicated it would deny permittees' requests for temporary authority to broadcast commercially unless it is shown the permittee has complied substantially with the terms of his permit. However, special temporary authority will be granted for bona fide technical experimentation in connection with construction of FM stations, the FCC stated. At the time of the announcement, the FCC had granted a total of 25 commercial FM licenses, with 33 experimental FM licenses outstanding.

FM Shown Police

WHEN the American Police Communication Officers met in early December at Orlando, Fla., FM played an important part in the convention. GE engineers staged a demonstration of interference-free service. Members of APCO heard description of GE field tests showing FM coverage, readability, lack of noise and interference as well as operation of stations on the same channel. Police and utility FM equipment were on display.

FM HISTORY was made recently at W2XOR, FM adjunct of WOR, Newark, when the first contract for an FM commercial broadcast was signed on behalf of Longines-Wittnauer Co. In the W2XOR control room, presumably to carry out the symbolic impression, J. R. Poppele (left), WOR chief engineer, and Theodore C. Striebert, vice-president and general manager of the station, watch as Fred Cartoun, vice-president of Longines - Wittnauer, applies the fine Spencerian flow to a contract calling for Longines evening time announcements on W2XOR for the year 1941.

FM for Deaf

INTERESTING sidelight of FM reception is the fact that many persons hard-of-hearing find that FM's high-fidelity characteristics enables them to hear programs with much less effort, according to FM Broadcasters Inc. Although unable to enjoy much of ordinary radio broadcasts, poor hearers may actually hear a considerable portion of FM broadcasts without effort. This results from a condition in many types of deafness where the shriller notes are more readily detected by sub-normal hearing. FM, with a tonal range approximately three times that of ordinary broadcasting, provides these higher notes, which are sheared off in regular broadcasting.

A NEW weekly series dramatizing the legends of cities, titled *Tale of a City*, produced by the NYA Radio Workshop and written by Frances Joselyn has been started on WNYC, New York municipal station. Series is heard Saturdays, 3:30-3:45 p.m.

WSOY
DECATUR ILLINOIS
SEARS AND AYER, Rep.
For a large chunk of ILLINOIS
Test your campaigns in a dual market—BOTH agricultural and industrial. WSOY gives you coverage of such a market.
250 WATTS · 1310 · FULL TIME ·

"THE WHOLE INDUSTRY'S TALKING"
"NO WONDER-IT'S ENTIRELY NEW!"

★ This new Turnstile FM Radiator is newer than FM itself. Results of tests indicate it to be a revolutionary development important to every station planning FM transmission. Already proven, production is now under way, and the technical facts are available today. Write at once to JOHN E. LINGO & SON, Inc. Dept. B-1, Camden, New Jersey. (Please indicate proposed FM frequency and power in inquiry.)

ANOTHER GOOD YEAR-1941
Showmanship
RINGS THE BELL IN THE
Intermountain Market
KDYL
the
POPULAR
Station
Salt Lake City
National Representative
JOHN BLAIR & CO.
NBC
RED
NETWORK

Purely PROGRAMS

USING South American talent playing the night clubs in town, WIP, Philadelphia, has inaugurated *A Night in Havana*, weekly variety show featuring authentic Latin American music and song. Sergio Orta, Cuban producer, designed the series and acted as master of ceremonies on the initial show. To keep the Latin American spirit intact, Joe Frasetto, WIP musical director, dropped his first name in favor of "Jose".

* * *

Ladies' Interests

GIVING time to philanthropic organizations and featuring a weekly interview with a career woman, the daily *Milady's Mirror* on KSAN, San Francisco, is built around subjects slanted to feminine listeners. The quarter-hour, conducted by Jean Anderson, after only a short time on the air, has 10 sponsors on a participating basis.

* * *

Safe Sports

DEVOTED to safety in sports, *Play Safe!* has started on WOR, Newark. Presented with the cooperation of the Center for Safety Education of New York U, the program features noted athletes and coaches who tell listeners how to enjoy sports safely.

Gratitude

WHEN TOM SLATER, who announces and directs the MBS series, *This Is Fort Dix*, looked over his mail the morning after the initial program, broadcast from the Army camp Dec. 15, the first envelope was a communication from the United States Government. Briskly, Slater tore open the envelope, expecting it might contain a letter of thanks from the Army for the Sunday program. Inside, Slater (Order No. 169) found one of those questionnaires which the lower draft number holders are receiving these days!

Practice for Stenos

PRACTICE dictation for stenographers and commercial students is given thrice-weekly on the *What's Your Speed* feature of WINX, Washington. The show, conducted by Polly Pettner, shorthand expert, combines speed tests for stenos with commercial plugs for sponsors. It is planned to sell the 10-minute program on a participating basis, with Miss Pettner dictating 100-word commercials at various specified speeds. Other shows on the new WINX include *Wings Over Washington*, transcribed airport interviews with visiting celebrities; *Make a Wish*, daily man-on-street show incorporating the usual personal queries and topics of the day with an invitation to each participant to express his fondest wish, awarding theatre tickets to participants; *Motorola News Nightcap*, midnight to 1 a.m. news feature on which three 20-minute editions of INS news are repeated nightly, one after the other, so listeners may tune in for any 20-minute period during the hour and get a complete news summary.

* * *

Prize Plus Bonus

NEW SLANT on the telephone giveaway idea is provided by *It's a Gift*, new five-weekly quiz series sponsored by Palace Credit Clothing Store on KQV, Pittsburgh. Using three announcers, handling three paddle wheels, and a city directory, the program each evening names a winner, who need not necessarily be a listener. Each winner is notified by telegram, and when he presents the telegram to the sponsor the following day receives $15. If the winner hears the program and calls KQV within 30 minutes after the program, he receives an extra $5.

* * *

Right from Camp

OKAYED by the War Department, WOAI, San Antonio, has started a new weekly series from Fort Sam Houston tracing the activities of military trainees. Announcer Hoyt Andres each week conducts interviews with groups of trainees, showing the advancement made by the men as they take up various phases of training

AGONIES of fatherhood were too much for Ray Rhodes, account executive of KPO-KGO, San Francisco. Waiting up for a 4 a.m. arrival of his first offspring, a girl, he trod wearily to work with the usual cigars and candy. A mimeographed slip of paper offered statistics on the new Elizabeth Louise Rhodes. Here is Ray, hard at work after passing around the mementoes.

* * *

Shoes for Britain

COMBINING business with charity, KFXM, San Bernardino, Cal., recently carried a special program tying in British relief with a sale at the sponsoring shoe store. Beside a large barrel located at the store entrance, KFXM's *Sidewalk Reporter* interviewed passersby on their sentiments on aid to Great Britain. Townspeople were invited to drop usable foot apparel into the barrel for shipment to the British, with the store allowing up to $2 off on purchases for any old pair of shoes turned in.

* * *

Wired Requests

LATEST promotion stunt by Pep Boys, auto accessory chain, for its all-night recorded *Dawn Patrol* on WIP, Philadelphia, is to dedicate a different night of the week as a salute to the various towns and cities in the coverage area. However, instead of announcer Mort Lawrence reading off the particular Chamber of Commerce pronouncements, the residents of the town are called upon to exploit the merits of their city through telegraphed requests. Giant telegrams, calling attention to this new feature, have been posted at all the sponsors' branch stores in the area.

* * *

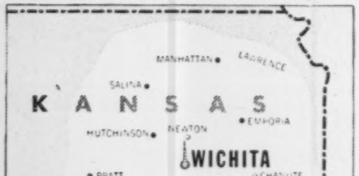
Music & Adventures

AN ORIGINAL children's fantasy, *Tink, Beetle & Mouse*, on Dec. 21 had its premier performance on WJJD, Chicago, under direction of Sally Thorson. Featuring original music sung by a leading soprano of the Chicago Opera company, the children's series is based upon the unusual adventures of Tink, a white kitten, Beetle, a beetle, and Mouse, of course, a mouse.

DELIVERY
ROOM

We're Not Braggin'. . *much!*

If you believe in surveys — and you should believe this one because KFH had nothing to do with it, paid out 'nary a penny — then look over the most recent 1940 Audience Survey for the state of Kansas. Note particularly that in Wichita—that booming market in Kansas—that more than twice as many people prefer KFH to any other Wichita station, that KFH is the preferred selection of more people than the other two stations combined. From there on it shouldn't take much figuring to understand why KFH should be included on your schedules. Wire for availabilities on . . . "The Wichita Station with the Programs!"



to 1 MV/M

That Selling Station for Kansas

KFH
WICHITA
The Only Full Time CBS Outlet for Kansas

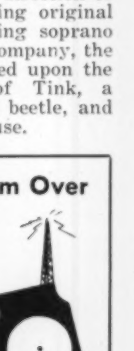
CBS • 5000 DAY • CP 5000 NIGHT • CALL ANY EDWARD PETRY OFFICE

Test Your Program Over

WJBC
BLOOMINGTON, ILL.

Central Illinois — one of America's three richest agricultural markets; center of the hybrid corn industry. 380,600 responsive people live in radio homes in the primary area of WJBC. Test over WJBC 1200 K. 250 W.

Natl. Rep.: COX & TANZ



Name the Window

COOPERATIVELY sponsored on WEBQ, Harrisburg, Ill., is the new *Wheel of Fortune* quiz show. Each day during the week a large "Wheel of Fortune" is placed in the window of a different sponsor. On each program a name is picked at random from the telephone directory and the number called. If the person answering can tell where the wheel was displayed the previous day, he receives a merchandise award.

* * *

From Virginia Bases

AIRED from various military bass in Virginia, and featuring talents of soldiers, sailors, marines and other service men, *Okay, America* has been started on WRVA, Richmond. Guest stars from *Tidewater Talent Time* also are occasionally heard on the program, broadcast before audiences of service men. Impromptu entertainment by WRVA talent follows each broadcast. Joe Brown presides as m.c.

* * *

Thine is Mine

INSPIRED by the recent destroyer-base deal between the United States and Great Britain, the British Broadcasting Corp. has started a news series, *Your Good Name is Mine*. Francis Dillon takes a recording van to various communities after which the over-age destroyers have been named, all of which have the same name as an American town, and there records interviews with local citizens.

* * *

Camp Talent

COLOR and human interest of army life are reflected in the new *Soldier-All Talent* feature, originated Sundays from Camp Ord, near Monterev, Cal., by KFRC, San Francisco, for Don Lee-MBS. The entire program is built around talent selected from troops stationed at Camp Ord. The *San Francisco Examiner* is sponsoring the local presentation on KFRC.

* * *

Title Clues

LISTENERS to the *Musical Mysteries* weekly quiz program on WINS, New York, can win prizes and tickets to future broadcasts if they correctly solve a dramatized mystery, with the clue contained in the title of a popular tune played by the orchestra. Patricia Ellis, screen star, is "mistress of quiz" for the program.

* * *

Folksy Stuff

SPONSORED by Georgia Power Co. as an institutional project, *Just Home Folks* on WGST, Atlanta, is a five-weekly dramatic serial stressing the homey angle. Scripted and produced by Amanda H. Barnes, the series uses Atlanta talent only. After eight weeks on the air, the feature drew more than 2,500 letters in a name-the-twins contest offering a $100 first prize.

FRESH FARM NEWS

WNAX Reporter Goes Right To the Colleges

A BETTER method of bringing its farm listeners the latest farm developments has been undertaken by WNAX, Yankton, S. D. and its farm service director, Charles Worcester. The station first sent Worcester on a six-day inspection trip to the State agricultural college where he talked with professors and research workers carrying on experimental work. In many cases Worcester was able to obtain information on various experiments affecting Midwestern farmers that had never been made public.

Daily transcriptions were made and used on the station while he was away. On the transcribed programs Worcester attempted to interpret the efforts of scientists and farm specialists in terms of their practical value to farm listeners.

The feature proved so popular with WNAX's big farm audience that similar inspection trips have been scheduled at four other agricultural schools in the station's area.

* * *

National Spotlight

RADIO entertainers who have attained great popularity in the San Francisco area, but are unknown to America at large are brought into the national spotlight in a new program, *Hidden Stars*, featuring Orrin Tucker's orchestra and Bonnie Baker, on KGO, San Francisco, and NBC-Blue. Listeners in the bay region are asked to vote for their favorite local radio personalities. The winning act in each city is then brought to Chicago, New York or wherever the program originates for the network broadcast.

* * *

Soldiers' Quiz

ORIGINATING at the recreation center of Fort Bliss, the weekly 30-minute *Mental Maneuvers*, quiz series presenting four-man teams from troops at the fort, is sponsored by Popular Dry Goods Co., on KROD, El Paso, Tex. Quiz material is of general nature, with each contestant selecting his subject. Sponsor awards high and low-score prizes. Program is designed to entertain resident soldiers and to acquaint local citizens with military life.

* * *

Movie Quiz

MINUTE MOVIE MYSTERY is a new wrinkle in the weekly Agnew-Surpass Shoe Stores *Fun Parade* on CFRB, Toronto. The studio audience is given a one-minute quiz to identify former names of moving picture stars with their present screen names. The producers, Dickson & Ford, Ltd., find women know most of the names, while men in the audience come but a poor second. There is a $1 prize for the correct answers.

WPTF going 50,000 watts, soon!

RALEIGH, in the Center of North Carolina

FREE & PETERS, Inc., National Representatives

From the Street

THE six-weekly street interview series, *Boy Greets Girl*, on WIBC, Indianapolis, has been renewed for another year by the local William M. Leonard Garment Cleaners. Jane Day and Bill Schingel each weekday morning at 11:45 a.m. take up a station in front of the English Theatre on downtown Monument Circle and interview passersby, giving theatres passes and cigarettes as prizes for correct answers to questions.

* * *

Orchids for You

AN ORCHID a day is given away on a new series sponsored daily by Brunswick Floral Shop on WCLE, Cleveland. Sponsor each day selects the outstanding local personality in the news and sends him the daily orchid by special messenger immediately after announcing the name on the program. The five-minute daily program features recorded music and talks on flowers. Gregory & Bolton Adv. Agency, Cleveland, handles the account.

* * *

Maestro's Moments

A NOVEL feature of the WOR, Newark, daily *Danceland* program of recorded music, conducted by Eugene King, is a weekly Saturday afternoon forum called *Off the Record*, in which three topnotch orchestra leaders or men from their bands are brought together for an informal roundtable session. The music men swap anecdotes, criticize each other's recordings, and comment on new trends in popular music.

WSB Scholarships

WSB, Atlanta, cooperating with the Georgia Bankers' Assn., is offering young Georgia farmers a minimum of 20 scholarships for an eight-week farm short course at the U of Georgia College of Agricult. At least two scholarships are to be awarded in each of Georgia's 10 Congressional districts for the Jan. 6-Feb. 28 course. Value of the awards, covering expenses of the course, is expected to be about $50 each. The offer is open to young farmers over 18 years of age.

ILKA CHASE, who is heard on the NBC-Blue program *Luncheon at the Waldorf* for Camel cigarettes, is considering a series of movie shorts based on the radio series.

WDRC

CONNECTICUT'S PIONEER BROADCASTER

2 Resolutions

Here are two timely New Year's Resolutions: 1) Resolve to sell the rich Hartford Market. 2) Resolve to use the station that sells it for you. WDRC, Hartford—the advertising test station in the advertising test city.

Basic CBS for Connecticut

JOHNNIE O'HARA

6,812 quarter hours of sportcasts for four consecutive years with KWK— —and not one* of them sustaining.

* —except network World's Series and All-Star Games.

A Feature Personality of ST. LOUIS KWK

Agencies

FRED BECKER, onetime production manager of KROY, Sacramento, and more recently in charge of sales promotion and special events announcer of KARM, Fresno, has been appointed radio director of Heintz, Pickering & Co., Los Angeles agency.

JACK GALE, formerly account executive of Ivar F. Wallin & Staff, Los Angeles agency, has joined Chas. H. Mayne Co. in a similar capacity.

M. F. THOMAS, formerly of Brown & Thomas Adv. Corp., New York, and Harvey Kneeland, formerly with Williams & Saylor, New York, are president and vice-president, respectively, of a new advertising agency, which has assumed the name of Husband & Thomas, dissolved some two years ago. Offices are at 350 Madison Ave., New York; telephone is Vanderbilt 6-5235.

JACK VAN NOSTRAND, Young & Rubicam Inc., New York production supervisor, is in Hollywood for conferences with Glenhall Taylor, agency producer of the CBS *Silver Theatre*, sponsored by International Silver Co.

TOM LEWIS, radio production manager of Young & Rubicam Inc., New York, is in Hollywood to check on sponsored programs serviced by that firm, and also for conferences with Joe Stauffer, agency manager in that city.

JERROLD C. ARNOLD, has been named executive vice-president of Logan and Rouse Inc., Los Angeles. Miss Van Davis has been named a vice-president, moving up from account executive. The agency also announces that it has taken over the entire 14th floor of Pacific Finance Bldg.

Northrup Returns

LORRY R. NORTHRUP, for the last two years account executive of Ruthrauff & Ryan, Chicago, and previous to that with BBDO and Charles Daniel Frey Co., Chicago, on Dec. 16 was appointed manager of the Chicago office of Erwin, Wasey & Co. The new move reunites Mr. Northrup with the agency with which he was connected with for 12 years, 1918-30. Mr. Northrup succeeds W. L. Marshall, resigned.

Mr. Northrup

DIANA BOURBON, New York producer of Ward Wheelock Co., was in Hollywood to produce the Dec. 20 CBS *Campbell Playhouse*, under sponsorship of Campbell Soup Co. The pre-Christmas program, for the sixth consecutive year, featured Charles Dickens' *A Christmas Carol*, with Lionel Barrymore in his traditional role of Ebenezer Scrooge.

HELEN L. ENNIS, for the last seven years in the San Francisco office of N. W. Ayer & Son, has joined the Leon Livingston Adv. Agency, San Francisco, in charge of radio, newspaper and magazine copy.

DAKE-JOHANET ADV. AGENCY, Los Angeles, has moved to 6103 Melrose Ave., Hollywood.

S. G. ALEXANDER, radio director of Weiss & Geller, New York, is the father of a daughter, born Dec. 15 at the Brooklyn Jewish Hospital.

DAVID D. CHRISMAN, formerly director and commercial manager of the Miller Broadcasting System, New York, tape recording firm, has been appointed vice-president of Raymond Spector Co., New York, and director of the agency's radio activities.

ALBERT P. ZABIN has been appointed vice-president of Jasper, Lynch & Fishel Inc., New York. The firm of Albert P. Zabin Advertising Agency, New York, of which Mr. Zabin was president, has been dissolved.

H. J. RICHARDSON, for a number of years vice-president in charge of sales of the Chicago Recording Co., early in December was appointed assistant to Freeman Keyes, president of Russel M. Seeds Adv. Agency, Chicago.

C. JERRY SPAULDING Inc. is the new name of the agency formerly known as Otis Carl Williams Inc., Worcester, Mass. The business was purchased several years ago by Mr. Spaulding but the name had never been changed.

E. J. HUBER, former partner of Huber & Creeden, Boston, has joined Glaser-Gottschaldt Inc., that city, as production manager. Mr. Huber came to Boston originally from New York to join the P. F. O'Keefe Adv. Agency.

JOSEPH KENNELLY, formerly in the western division headquarters of Canada Dry Ginger Ale, Los Angeles, has been transferred to New York as assistant to W. S. Brown, advertising manager.

JOSEPH H. CARO, the last week in December was appointed a vice-president of Earle Ludgin Inc., Chicago. For the last five years he has been associated with the agency as an account executive.

JAMES W. BRIDGE, for the last five years production manager of BBDO, Chicago, on Jan. 1 was given the additional duties of space buyer. He succeeds Joseph C. Lieb, who has joined the Chicago sales staff of *Good Housekeeping*.

GERALD M. HELMAN, for the last three years copy chief and account executive of L. W. Ramsey Adv. Co., Chicago, on Jan. 1 becomes vice-president of Lane, Benson, McClure, Chicago agency.

ALEX RUBEN, former promotion and merchandising manager of KFWB, Hollywood, has joined United Service Adv. Agency, New York, as manager of its radio department.

H. C. SKINNER, manager of the Winnipeg office of Norris-Patterson Ltd., advertising agency, is recovering from a severe illness.

GETCHELL VICTIM OF LONG ILLNESS

J. STIRLING GETCHELL, 41, president of the advertising firm bearing his name, died in New York Dec. 18 of a streptococcus infection which had confined him to the hospital since last March. Mr. Getchell in 1931 organized his own agency, which eventually developed into one of the ten leading agencies in the country.

A veteran of the World War, Mr. Getchell got a minor agency job when he was mustered out of the Army in 1919, thereby starting his meteoric rise in the advertising field, which included associations with Lord & Thomas, J. Walter Thompson Co., and Lennen & Mitchell. Mr. Getchell is survived by his wife, the former Miss Sarah Paschall Davis, daughter of Norman Davis, chairman of the American Red Cross, and by three sons, the youngest born Oct. 19, 1940.

Ryan Named to CAB

F. B. (Barry) RYAN Jr., vice-president of Ruthrauff & Ryan, has been appointed a member of the governing committee of the Cooperative Analysis of Broadcasting. Mr. Ryan was appointed by the American Assn. of Advertising Agencies, raising the AAAA membership on the committee to three and placing it on a parity with the Assn. of National Advertisers. Committee controls the CAB's operations on behalf of advertisers and agencies for the determination of the relative popularity of commercial radio programs. The six members now include D. P. Smelser, Procter & Gamble Co., chairman; C. H. Lang, General Electric Co., and A. Wells Wilbor, General Mills, representing the ANA; George H. Gallup, Young & Rubicam; L. D. H. Weld, McCann-Erickson; Mr. Ryan, representing the AAAA. A. W. Lehman is the CAB manager.

Mr. Ryan

Study Coast Survey

WALTER BURKE, radio director of McCann-Erickson, San Francisco, has been appointed chairman of a committee of advertising men to study means to extend the Hooper survey service on the Pacific Coast. Plans are being mapped for a report covering a two-month average. At present the Hooper service on the Coast covers a three-month average.

THERE'S A NEW L·A·W for NEW ENGLAND COVERAGE!

COLUMBIA AFFILIATE

Owned and Operated by
HILDRETH & ROGERS CO.
Publishers of
LAWRENCE DAILY EAGLE
and EVENING TRIBUNE

Operating full time with 5000 watts power, WLAW is now a "MUST" in every New England radio plan. Be sure to add WLAW to YOUR New England list to reach this rich market of nearly 3,000,000 people.

National Representatives
THE KATZ AGENCY, Inc.
New York · Chicago · Detroit · Atlanta · Kansas City · Dallas · San Francisco

WLAW
LAWRENCE, MASS.

WFMJ

has more listeners than any other station heard in Youngstown.

WOL

WASHINGTON'S 1st 24-HOUR STATION!
Affiliated with Mutual Broadcasting System
1000 WATTS
National Representatives
INTERNATIONAL RADIO SALES
WASH., D. C.

Hixson-O'Donnell Opens In N. Y. With Sinclair And Richfield Accounts

WITH Hixson-O'Donnell Adv., Los Angeles, having been appointed to service accounts of Sinclair Refining Co. (H-C gasoline and Opaline motor oil), and Richfield Oil Corp. of New York, the agency on Jan. 2 will open New York offices in the International Bldg., 19 W. 50th St.

Mr. Hixson

Incorporated under the firm name of Hixson-O'Donnell Adv. of Delaware, officers are G. K. Breitenstein, president; Robert M. Hixson, vice-president; Sylvester M. Morey, vice-president and general manager; W. G. Carmody, secretary-treasurer, and Thomas E. Orr, assistant secretary. Morey was formerly advertising manager of Sinclair, and Orr his assistant. J. M. Nichols Jr., and L. B. Van Doren, joining the agency in executive positions and as directorate members, were account executives of Federal Adv. Agency, New York, which formerly serviced the Sinclair account.

Julian E. O'Donnell is also a director of the agency. Hixson-O'Donnell Adv., maintains its Los Angeles offices as a California corporation, servicing among its accounts, Richfield Oil Co. on the West Coast. The latter firm sponsors the six-weekly quarter-hour *Richfield Reporter* on 6 NBC-Pacific Red stations, and on Jan. 13 adds 4 NBC-Arizona stations to its list. New York division of Richfield Oil Co. currently sponsors *Behind the News* on WOR, that city.

L & T Volume Up

EMPLOYES of Lord & Thomas, New York, received a Christmas bonus of a half-month's pay, according to Edward Lasker, first vice-president and general manager, who stated, "Our volume in 1940 was between $29,000,000 and $30,000,000, and from preliminary budgets we have prepared for next year—barring a general emergency—our volume should be at least as large." The firm also recently announced that all employes called by the draft would receive three months salary together with an assurance that wherever possible their jobs would be made available on their return to civilian life.

ANA Spring Meeting

ASSOCIATION of National Advertisers, New York, will hold its spring meeting at the Westchester Country Club, Rye, N. Y., May 14, 15, 16, 17. The annual meeting will be held Oct. 22-25 at the Homestead, Hot Springs, Va., it was announced by H. W. Roden, chairman of the board.

SUBCOMMITTEES of the NAB agency committee and the AAA radio committee met Dec. 20 for a discussion of standard order forms for use by agencies in the purchase of spot time. No conclusions were reached and another meeting is scheduled for Jan. 7.

Representatives

NORTHERN Broadcasting & Publishing Co. Ltd., Timmins, Ont., operating CKGB, Timmins; CJKL, Kirkland Lake, Ont.; CFCH, North Bay, Ont.; CKVD, Val d'Or, Que., has opened a representation office in Montreal in the Dominion Square Bldg., with R. A. Leslie in charge.

WING, Dayton, O., has named Paul H. Raymer Co., Chicago, as its national representative.

KOOS, Marshfield, Ore., has appointed Burn-Smith Co. as national representative.

GEORGE ROESLER has resigned as Chicago manager of Radio Advertising Corp., which has moved to 307 No. Michigan Ave. The firm after Jan. 1 will no longer represent WKBN, Youngstown, and WCAR, Pontiac.

HOWARD WILSON Co. announces that after Jan. 9 it will no longer represent KITE, Kansas City, and WINN, Louisville.

INTERNATIONAL RADIO SALES has added the following stations to its list: WCOS, Columbia, S. C.; WSNJ, Bridgeton, N. J.; KZRC, Cebu, Philippine Islands. It also represents WLWO, shortwave adjunct of WLW, Cincinnati, on the West Coast.

PAUL F. ADLER, manager of the New York office of Sears & Ayer, station representatives, was married Dec. 14 to Miss Beryl Sheer.

CKRN, Rouyn, Que., has appointed Horace N. Stovin, Toronto, Montreal and Winnipeg, as exclusive representative as of Dec. 15.

AGENCY'S GREETING

Louis E. Wade, Inc., Sponsors Holiday Message

THE unique case of an advertising agency itself buying an hour of time on a local station to extend Christmas greetings to its clients, was presented Dec. 24 over WGL, Fort Wayne, by Louis E. Wade Inc., which handles various local accounts and also Allied Mills Inc., Chicago (Wayne Feeds). The agency's script writer set the scene around a Christmas tree, with each client drawing a gift package suggesting a musical tune. Nine accounts were thus saluted.

The Wade agency reports that it has achieved considerable success with the Wayne Feeds account, which started to use weekly programs and spots recently on WOWO, Fort Wayne; WLS, Chicago; WLW, Cincinnati; WBT, Charlotte; WHO, Des Moines; KFAB, Lincoln; WNAX, Yankton; WHIO, Dayton. The schedule will continue through Easter, and later expansion is planned.

Stanley H. Hamberg

STANLEY H. HAMBERG, 30, space buyer and account executive of Frank C. Nahser Inc., Chicago, was found dead of heart failure in his automobile near the Lake Shore Athletic Club on Dec. 13. Before joining the newly formed Frank C. Nahser agency in June, 1939, Mr. Hamberg was space buyer of Kirtland-Engle Co., Chicago, and prior to that was connected with the media department of Erwin, Wasey & Co., Chicago. He is survived by his widow, Virginia, and an adopted son, 18 months old.

AGENCY Appointments

LOFT CANDY CORP., New York to L. H. Hartman Co., Inc., N. Y. No radio plans have been announced but company has used spot announcements in the past.

ALKINE CO., New Brunswick, N. J. (medical supplies), to Charles Adv. Service, N. Y. No radio plans at present, but spot announcements have been used in the past.

HEALTHAIDS Inc., Jersey City (Serutan), re-appointed Raymond Spector Co., New York, for a two-year period. Agency plans to retain news and local personality programs on present stations, and to add more stations after Jan. 1.

RAINEY-WOOD COKE Co., Conshohocken, Pa. (Koppers Coke), to Richard A. Foley, Inc., Philadelphia.

TRU-ADE BOTTLING Co., Merchantville, N. J. (True-Ade soft drinks), to Wettlin & Co., Camden, N. J., for all advertising in the Philadelphia trading area.

M & H SPORTING GOODS Co., Philadelphia, to Julian G. Pollock Co., Philadelphia. Radio is contemplated.

ARBATE-SWIFT, New York (Slim-U-Ette fashions) to Modern Merchandising Bureau, N. Y.

KENTUCKY MACARONI Co., Louisville, to M. R. Kopmeyer Agency, Louisville.

deMUIR PRODUCTS LABS., Boston (cosmetics, drugs), to Wood, Brown & Wood, Boston.

MICHIGAN MUSHROOM Co., Niles, Mich., to Mitchell-Faust Adv. Co., Chicago.

T. F. WASHBURN Co., Chicago (wax) to Edward L. Sedgwick Co., Peoria.

PFAFFMAN Co., Cleveland (Kurk soup), to Gregory & Bolton, Cleveland.

SINCLAIR REFINING Co., New York, to Hixson-O'Donnell Adv., N. Y.

RICHFIELD OIL Corp., New York, to Hixson-O'Donnell Adv., N. Y.

R. L. SWAIN TOBACCO Co., Danville, Va. (Pinehurst cigarettes), to Gotham Adv. Co., N. Y.

NEBRASKA ADV. COMMISSION, State House, Lincoln, to Bozell & Jacobs, Omaha.

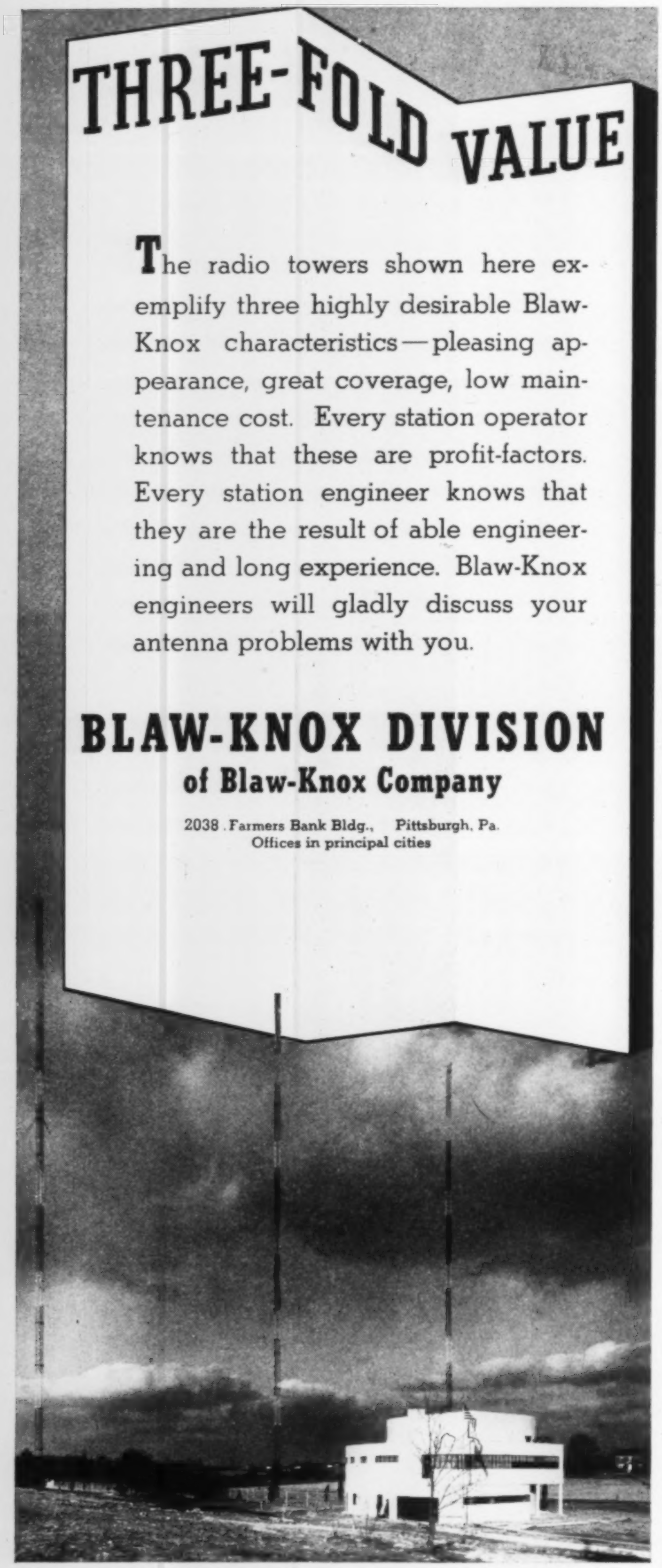
WIS points the way to greater sales in the Columbia area . . . one of the favored spots in retail business.

Moreover, WIS influences the buying of all South Carolinians. For instance, the WIS 1/2 millivolt daytime contour includes more of South Carolina than the sum total of the areas receiving equal service from all the 10 remaining South Carolina stations.

FREE & PETERS, Inc.
Exclusive National Representatives

THE LIBERTY LIFE STATION
WIS
NBC
560KC
COLUMBIA, S.C.

N. B. C. RED 560 K. C.
5000 WATTS DAY
CP 5000 WATTS NIGHT



THREE-FOLD VALUE

The radio towers shown here exemplify three highly desirable Blaw-Knox characteristics—pleasing appearance, great coverage, low maintenance cost. Every station operator knows that these are profit-factors. Every station engineer knows that they are the result of able engineering and long experience. Blaw-Knox engineers will gladly discuss your antenna problems with you.

BLAW-KNOX DIVISION
of Blaw-Knox Company
2038 Farmers Bank Bldg., Pittsburgh, Pa.
Offices in principal cities

in the CONTROL ROOM

R. B. LORD, laboratory superintendent of the Hollywood plant of Electrical Research Products Inc., has reported to the San Luis Obispo, Cal. camp for a year's active service as First Lieutenant in the Signal Corps. He is one of the first of Hollywood technical engineers to be called to active duty from the Army reserves.

JIM WALLACE, formerly chief engineer of KVI, Tacoma, Wash., has resigned to become sales engineer with Graybar. Ernie Este is acting chief engineer at KVI.

GEORGE ALLISON, formerly of KWSC, Pullman, Wash., KHQ and KGA, Spokane, has been named chief engineer of KGVO, Missoula, Mont.

A. M. RESPONDEK, chief engineer of KPAB, Laredo, Tex., has resigned to join the Army Air Corps as a radio instructor. He has been sent to Belleville, Ill.

THOMAS HENRY PHELAN, NBC audio facilities engineer of New York, now in San Francisco working on plans for the new NBC building, is the father of a boy, born in Hackensack, N. J.

MYRL JONES, transmitter technician of KOWH, Omaha, and Gypsy Lea-Nora Lee, New York radio and screen entertainer, were married Dec. 5 in Chicago.

DOUG ELDREDGE has joined the engineering staff of KDYL, Salt Lake City.

C. F. BENTZ recently was added to the technical staff of KHQ-KGA, Spokane. R. McCann has resigned to become a radio inspector, with headquarters in Portland, Ore.

HENRY RIBLET, engineer of KLZ, Denver, has resigned to join the staff of Glenn D. Gillett, consulting engineer, in Washington.

BURT REIMAN has joined the engineering staff of WGST, Atlanta.

FRANZ CHERNY, formerly of KFNF, Shenandoah, Ia., has joined the engineering staff of KTUL, Tulsa.

KENNY WOODYAT has been added to the technical staff of KARM, Fresno, Cal.

LEE BERRYHILL, technician of KWG, Stockton, Cal., is the father of a baby girl.

JIM CHAPMAN, formerly of KINY, Juneau, Alaska, has joined the engineering staff of KPQ, Seattle.

FRANK CARVER, engineer of KYW, Philadelphia, stationed at the transmitter in Whitemarsh, Pa., is the father of a baby girl.

MARKETABILITY
A vital word to producer and advertising agency!
WBOC
SALISBURY, MD.
Is an ideal laboratory! Nearly 100 miles from a chain station. It's area income increase is far above national average, yet not mushroomed by U. S. defense expenditures.

WHEC Chief Engineer, Maurice Clarke, Killed

MAURICE H. CLARKE, 39, chief engineer of WHEC, Rochester, and technical consultant of the Gannett Newspapers radio group, was killed the morning of Dec. 15 when his car crashed into a railroad underpass in Rochester. He was found lying unconscious in his demolished car about 4:15 a. m., and died while being taken to a hospital. It appeared that he had fallen asleep at the wheel while driving home. The accident closely paralleled that which took the life of John J. Long Jr., chief engineer of WHAM, Rochester, in May, 1940.

Mr. Clarke

Mr. Clarke, who started in radio as an amateur in 1914, had been chief engineer of WHEC since its founding in 1922. He was associated with Lawrence Hickson in the development of early local stations WABO and WHQ. Recently he was named to the engineering committee of the NAB. He is survived by his parents, two brothers and a sister.

MARTIN KIEBERT, consulting engineer of KMBC, Kansas City, on Jan. 10 will present a paper on "Economics of Broadcasting & Frequency Modulation" before a public meeting of the American Institute of Electrical Engineers at Kansas City. With the meeting open to the public, Kiebert plans to use slides and charts and non-technical terms in his demonstration and discussion of FM transmission.

LEE BERRYHILL, technician of KWG, Stockton, Cal., is the father of a baby girl.

RODNEY L. AMMODT, transmitter engineer of KDYL, Salt Lake City, on Dec. 28 was called for active duty at Mare Island Navy Yard. He is a member of the Naval Reserve.

FRANKLIN DOUGHERTY, formerly of the radio department of the Golden Gate Exposition, has been added to the technical staff of KFRC, San Francisco.

LEVIS SUGG, formerly of WGBR, Goldsboro, N. C., has resigned to join the engineering staff of WSJS, Winston-Salem, N. C.

ROY STAUFER, for 10 years on the engineering staff of WHO, Des Moines, is to leave the station in January to become an inspector of Signal Corps equipment for the Government. He will be stationed at Wright Field, Dayton, O.

FRANCIS X. CLEARY, former advertising manager of Western Electric, died of a heart attack in Jersey City Dec. 15 at the age of 67.

KTUL
Awarded Armour Plaque for Most Outstanding Merchandising Job!
Tulsa's
5,000 Watt
Fulltime
CBS Station
FREE & PETERS, INC., Exclusive National Representatives

Federal Operation of Stations Is Called Objectionable by Fly

Ethridge Points to Flaws in Regulatory Methods; Sarnoff, Maj. Armstrong Peer Into Future

THE OFT-MENTIONED suggestion that the Government build and operate stations in competition with private broadcasters—the Tennessee Valley Authority idea carried over into radio—is discussed by FCC Chairman James Lawrence Fly in an article which will be published Jan. 10 in *The Annals*, publication of the American Academy of Political & Social Science. The latest issue of the publication will be entirely devoted to a study of radio with articles by leading figures in the industry. It is edited by Dr. Herman S. Hettinger, of the faculty of the Wharton School of the U of Pennsylvania, and well known economist specializing in radio.

In discussing the TVA proposal, Chairman Fly says:

"This, it is said, will insure a fair presentation of facts and a hearing for both sides. It must be recognized, however, that the two assumptions involved in this theory are open to question. One is that private broadcasters and the Government necessarily have different opinions. The other, more fundamental, is the belief that diversity of opinion cannot be secured unless the owners of the stations represent diverse points of view. If this were so, the problem would not be solved merely by having Government and private stations; it would be necessary to have Republican, Democratic, prohibitionist, labor union, chamber of commerce, old-age pension, and numerous other varieties."

Radio and the Press

In another section of his article Chairman Fly discusses the difference between radio and the newspaper. He points out that "freedom of the press" must be distinguished from "freedom of the air". The FCC head says that "one who ignores the distinction will be dealing with shadows, not substance. A 'free press' means an unfettered editorial page. Parenthetically the question may be raised whether public opinion will long tolerate editorializing in news columns. But in neither case can the underlying freedom of the press be literally applied to the broadcaster."

"My own view is that a free market in ideas over the air can be attained without special interest stations and without the creation of a multitude of 'propaganda' stations," the Chairman wrote.

Other articles in the publication are: "The Government and Radio", by Mark Ethridge, WHAS head and former president of the NAB; "Possible Social Effects of Television", by David Sarnoff, president of RCA; "Frequency Modulation and Its Future Use", by Major Edwin Armstrong, inventor of the Armstrong wide-band FM system; "Open Questions in Inter-American Broadcasting", by Philip Barbour of the International Division of NBC; "Radio Entertainment Since 1935", by H. L. McClinton, vice-president in charge of radio production of N. W. Ayer & Son, New York City; "Radio and Propaganda", by Clyde R. Miller, founder and executive secretary of the Institute for Propaganda Analysis, New York; "Covering a War for Radio", by Paul W. White, CBS director of public affairs; "Trends in Radio Programs", by Kenneth G. Bartlett, assistant professor of radio education and director of the Radio Workshop, Syracuse U.

Only One Side

Mr. Ethridge prefaces his article with the statement that most broadcasters sum up their relationship with the Government like this: "We want to be regulated, not run."

"Broadcasters feel," writes Mr. Ethridge, "that the Commission does not have sufficient regard for the economic and competitive factors. The feeling is perhaps a little stronger that that; it might be said as representative of opinion that the Commission has, by implication and action at least, expounded the theory that its duty is to provide the greatest and the best possible coverage by radio and that it is not concerned with the economics of a situation."

The former NAB president writes that the Commission "in pursuance of that rule" has refused to allow intervention by stations already existing to present their viewpoints and their opposition to the granting of more licenses in their own communities.

"When the Commission refuses to allow stations already in a community to make protest, it is in effect hearing one side of the case and therefore, acting upon incomplete information. But beyond that there are any number of places in the country already over-radioed. Los Angeles is a striking example with 18 stations", Mr. Ethridge writes.

Television and FM

In his article Mr. Sarnoff writes that "a properly conceived television advertising program is believed by some advertising experts to be much more effective in sales influence than any other method heretofore employed. This is because it combines sound, pictures and motion, the three essential ingredients of an effective selling meduim. When we add to these the heightened emotional effect of witnessing the sponsor's program in the intimate atmosphere of the home, it is clear that we are dealing with a field of enormous possibilities for the presentation of powerful sales messages in highly concentrated form."

In discussing FM, Major Armstrong writes that "only one obstacle stands in the way of full realization of the advantages of frequency modulation throughout the country and that is the limitation upon the network operation imposed by the deficiencies of the wireline connections. This limitation does not, of course, affect the static-eliminating qualities of the system, but would reduce the quality of the transmission to that imposed by the characteristics of the wire lines. Some improvements may be expected in these characteristics, but they will probably not be set up to carry full frequency range for a long time to come. There is, however, a relatively simple solution which is now in effect in New England. By means of radio relays, Boston, Paxton and Mt. Washington have been successfully linked together and within the coming year it should be possible to extend the circuit to include New York so that no wireline facilities whatever will be required."

WIP'S ROLLING STUDIO

Used to Pick Up Concerts of Famous Symphony

UNIQUE is the 1,000-pound studio on wheels, designed by Clifford H. Harris, technical supervisor of WIP, Philadelphia, and used by the station to pick up Philadelphia Orchestra concerts for MBS.

The booth is constructed on the room-within-a-room principal, the inner walls completely suspended. Two 30 x 28-inch plate glass windows in front enable production man, operator and program commentator Norris West to watch every movement of conductor and orchestra. Special program guests are interviewed from the booth also.

A few minutes before broadcast time the booth is wheeled from back-stage at the Academy of Music to a point in the right wing. Although the unit was built especially for the Philadelphia Orchestra broadcasts, WIP engineers believe it will prove invaluable for remote broadcasts.

KSTP School Meeting To Hear Famed Speaker

A MAN who for eight years was program director of the British Broadcasting Corp. will be one of the speakers at KSTP's Fourth Annual Conference on Educational Broadcasting. He is Dr. Charles A. Siepmann, now at Harvard U, who will talk on the special significance of radio. Another speaker will be Judith Waller, NBC Central Division educational chief. The principal address will be given at the opening of the two-day conference Jan. 17 by Dr. James Rowland Angell, NBC educational counselor.

New Union Affiliations

BROADCAST engineers in New York who formerly belonged to the Associated Broadcast Technicians Unit of Local 913 of the International Brotherhood of Electrical Workers, AFL union, now have their own chapter, IBEW Local 1212, serving the New York metropolitan area. Membership currently includes technical employes of WABC, WINS, WEVD and WQXR. Officers are Paul Wittlig, president, and Harold A. Dorschug, secretary, both employes of WABC.

PROCEDURAL RULES AMENDED BY FCC

AMENDMENTS to its rules and regulations dealing with applications and procedure were announced Dec. 27 by the FCC, following action taken at its meeting Dec. 17. The amendments, in full text follow:

The Commission, on Dec. 17, 1940, amended Section 1.72 of its Rules and Regulations to read as follows, effective immediately:

§ 1.72. *Defective applications.*—(a) Applications which are defective with respect to completeness of answers to required questions execution, or other matters of a purely formal character will not be received for filing by the Commission unless the Commission shall otherwise direct.

(b) Applications which have been received for filing but which are not in accordance with the Commission's rules, regulations or other requirements will be considered defective. If an applicant by specific request of the Commission is required to file any documents or information not included in the prescribed application form, a failure to comply therewith will constitute a defect in the application. Such defective applications will not be considered by the Commission.

The Commission, on Dec. 17, 1940, adopted new Sections 1.76 and 1.77 to its Rules and Regulations, reading as follows, effective immediately:

§ 1.76 *Withdrawal of papers.*—The granting of a request to dismiss or withdraw an application or a pleading does not authorize the removal of such application or pleading from the Commission's records. No application or other document once officially filed shall be returned unless the Commission shall, for good cause shown, authorize such return.

§ 1.77 *Failure to prosecute applications not designated for hearing.*—The following provisions shall apply to applications which have not been designated for hearing. An applicant not desiring to prosecute his application may request the dismissal of same without prejudice. A request of an applicant for the return of any application which has been officially filed will be considered as a request to dismiss the same without prejudice. Any application which has not been designated for hearing and which by reason of failure to respond to official correspondence or otherwise is subject to dismissal for nonprosecution will be dismissed without prejudice.

New FTC Chairman

COL. CHARLES H. MARCH, a member since 1929, has been elected by the Federal Trade Commission to serve as chairman during the calendar year 1941. He succeeds Judge Ewin L. Davis under the plan of rotating the chairmanship annually. Col. March previously was FTC chairman in 1933 and 1936. Commissioner William A. Ayres was named first vice-chairman during 1941. Col. March, a citizen of Minnesota, was appointed to the Commission by President Coolidge in 1929 and reappointed by President Roosevelt in 1935 for a full seven-year term, expiring in 1942.

Revival Forecast Of Federal Shifts

Advisory Group Expected to Submit Proposal Shortly

FOLLOWING Congressional action sustaining President Roosevelt's expected veto of the Logan-Walter Bill, possibility of legislation along similar lines at the coming 77th Congress remained problematical.

With the special 11-member Attorney General's Committee on Administrative Procedure expected to meet early in January for final approval of its recommendations regarding the organization and functioning of Federal administrative agencies, possibility was seen for future Congressional consideration of the administrative agency problem, although it is expected future proposals, based on the Committee's recommendations, would be less drastic than the Logan-Walter measure [BROADCASTING, Dec. 15].

Veto Sustained

The hectic career of the Logan-Walter bill, designed to facilitate judicial appeal from actions of Federal administrative agencies, including the FCC, climaxed Dec. 18 when the House upheld the President's veto, the 153 to 127 vote failing of the necessary two-thirds majority to override the veto. Indication of the difficult road ahead for future proposals of this nature was given in President Roosevelt's veto message when he declared:

"I am convinced that it is an invitation to endless and innumerable controversies at a moment when we can least afford to spend either Governmental or private effort in the luxury of litigation".

Although proponents of the Logan-Walter proposal see some hope for legislation in the expected recommendations of the Attorney General's Committee, it is assumed the report of this Administration-sponsored investigation of Federal agencies will bear a pro-Administration flavor sufficient to forestall attempts to secure concerted action on any proposal as far-reaching as the Logan-Walter Bill.

Republic Steel Extends GE Shortwave Series

REPUBLIC STEEL Corp., beginning Jan. 7 will add 13 more programs to its shortwave series now heard over WGEO, Schenectady, according to Henry R. Webel, head of the export division of the G. M. Basford Co., which directs Republic's export advertising.

Webel said the first series of programs had met with such an enthusiastic reception in Latin America that Republic had decided to extend the series. The program, titled *Your Faithful Servant—Industry*, is a running dramatization of the part industry is playing in the development of the Americas.

The series is planned primarily along institutional lines and as a good-will builder. It is devoted to industry in general, and judging from the response of Latin American listeners, Webel reports, it has done much to increase understanding of industrial institutions in the United States.

BIOW Co. New York agency, gave a two-week Christmas bonus to all employes.

Guestitorial

LOCAL AND NATIONAL RATES

By JOHN E. PEARSON

National Representative, KWTO-KGBX, Springfield, Mo.

SPOT radio's hottest subject and No. 1 headache today is how to best handle the subject of local and national rates.

We have interviewed scores of station owners and managers, local and national salesmen, agency time buyers, and advertising managers of many different companies on the subject and have come to the conclusion that no strait-jacket rules will completely eliminate or solve the question.

Very few stations have the power, prestige, or "must" market to demand and receive of all their advertisers—whether it be Jim Jones' Glorified Hamburger Emporium or the Nation's biggest national advertiser—the same price for any given amount of time.

There are so many ramifications to the subject that you could very easily talk yourself hoarse in any gathering of radio men without getting anywhere. I'm sure every radio station confronted with this constant problem would like very much to "do something about it"—yet, most of the station men have never before had a "formula" that even meets the problem half way.

Retail and Wholesale

After considerable research and experience on the subject, KWTO-KGBX, Springfield, Mo., have come to the conclusion that most stations really define "local" and "national" rates as applying to "retail" and "wholesale" accounts, respectively. And in most markets there can be no argument that a strictly "retail" account deserves a rate somewhat lower than that of "wholesale" accounts. After due consideration of the problem over a period of years as applied to our market, we have finally set a definite policy regarding local and national, or retail and wholesale. We realize no strait-jacket can be applied to any policy and that there will occasionally be a "border-line" case that must be handled strictly on its merits, or as applied to the market situation.

Our policy, therefore, is as follows:

Local (or retail) accounts shall consist of:

1. Any retail store or stores located within the primary coverage area.
2. Any product manufactured in Springfield or the surrounding primary coverage area that has distribution only in the primary area and is not handled through an accredited agency.
3. Any nationally-distributed product advertised only under one retail address, which firm name must remain the same during the life of the contract. (In other words, a retail firm in Springfield cannot mention other dealers, etc., scattered throughout the territory.)
4. All special events, such as entertainment features, resort advertising, etc., confined strictly to the Ozarks, shall be construed as local business. Anything outside of the primary area, whether or not handled through an agency, will be construed as national or wholesale.
5. All political advertising will pay straight open national rate with no frequency discounts.

It should make absolutely no difference in the rate whether a "wholesale" account is placed direct or through an agency. The consensus seems to be that the national or wholesale rate should not be more than 30 to 40% higher than the local or retail rate. It is refreshing to note that the NAB has officially recognized this intricate problem by appointing a committee of leading time buyers in New York City to work out their recommendations on how they think the question can best be solved.

We think it will take no great amount of will power to adhere to such a policy as outlined. We believe it's fair to all concerned. If flaws develop in the policy itself, corrections will be made quickly and fairly. We feel adhering to such a policy will definitely convince all advertisers and time buyers that we have no rates but those we publish, and that each and every customer will be treated exactly alike. We do not expect other stations to agree with us, and we offer it merely as our contribution toward a possible solution in a general way of this long-existing headache. Of course, it would be swell to be able to say—one rate to all, local or national—but only a very small percentage of stations today can do that and make it stick!

Chip Off the

A FRESHMAN at the U of Wisconsin who was being auditioned for an announcer's job with WHA, Madison, the college station, was told by the official in charge that his voice sounded vaguely familiar. "It sounds," the official told the frosh, "like the voice of David Ross." Unimpressed, the student replied, "Nothing unusual about that. I'm David Ross Jr."

Suit Over WARM Control

LOU POLLER, former manager of WARM, Scranton, Pa., which made its debut last June, on Dec. 16 filed an equity suit against Union Broadcasting Co., licensee; John Memolo, Scranton attorney and chief owner of the station; his son Martin F. Memolo, and his son-in-law James S. Scandale. Poller asks $75,000 plus $20,625 damages, alleging he was entitled to an extra share of stock in the station which would give him equal ownership with Memolo.

VICTOR SIFTON, president of TransCanada Communications Ltd., operating CJRC, Winnipeg, CJRM and CKCK, Regina, Sask., has resigned as first vice-president, director and member of the Canadian Press, according to an announcement made by President Rupert Davies on Dec. 13. The resignation was due to Mr. Sifton's assumption of the Government post of acting master-general of ordnance in the Department of National Defence, Ottawa. George V. Ferguson, managing editor of the *Winnipeg Free Press*, with which CJRC is affiliated through interlocking directorates, succeeds Mr. Sifton on the CP.

Radio, Film Industries To Coordinate Activity On Behalf of Charities

AN AGREEMENT to coordinate charitable endeavors has been effected by Southern California broadcasters and the film industry. Pledge of cooperation was made Dec. 17 at a luncheon presided over by Samuel Goldwyn, Hollywood film producer, and chairman of the motion picture industry's Permanent Charity Committee. Managers of Southern California radio stations with their production supervisors, and executives of NBC, CBS and Don Lee Network, as well as heads of various divisions of the film industry, attended the luncheon.

A general charity committee for the radio industry, consisting of Don E. Gilman, NBC western division vice-president; Donald W. Thornburgh, CBS Pacific Coast vice-president; Lewis Allen Weiss, vice-president and general manager of Don Lee network; Harry Maizlish, manager of KFWB, and Calvin Smith, manager of KFAC, was appointed by Harry W. Witt, president of the Southern California Broadcasters Assn. Witt is also CBS Hollywood sales manager.

From this committee a liaison group will be formed to meet regularly with the film studio's permanent charity body. Witt emphasized that radio, like the film industry, has been under great pressure for time and talent, from a great number of conflicting charity appeals. He declared Southern California broadcasters were anxious to avoid incompetently handled benefits that end in a deficit rather than in an important contribution to alleviate human suffering.

Weekly Bulletin Planned By NIB; Activities for Past Year Are Reviewed

IN AN ANNUAL report to its membership Dec. 24, National Independent Broadcasters stated that since its organization as a permanent unit in September, 1939, NIB activities have increased to the point where it is now recognized as the spokesman for independent, non-network stations. Plans for issuance of regular weekly bulletins to the membership, commencing this month, were announced by Edwin M. Spence, managing director.

Income of the association is used entirely for the expense of operation. All officers, including general counsel Andrew W. Bennett, are contributing their services.

The report covered the activities of NIB during the last year, summarizing accomplishments viewed as especially beneficial in easing the burden of station management. These were participation in efforts toward amendment of the transcription rule, sunrise rule, revision of broadcast application forms, all in negotiations with the FCC, and activities in the music performing rights field covering BMI, AFM, phonograph record renditions and ASCAP.

PEPSI-COLA Co., Chicago, on Dec. 19 started a four-week campaign of five one-minute discs on WGN, Chicago, besides varied campaign on WCFL, same city. D. T. Campbell Inc., Chicago, placed the business.

WKBB Protests Grant in Dubuque

Asks Court to Prevent New Station From Operating

CHARGING that the action of the FCC in granting the *Dubuque Telegraph Herald* modification of a construction permit extending the station's hours of operation from daylight only to unlimited and increasing its power from 500 to 1,000 watts was "arbitrary and capricious," Sanders Brothers Corp., operators of WKBB, Dubuque, on Dec. 27 filed an appeal with the U. S. Court of Appeals for the District of Columbia as well as a petition for a stay order to prevent operation of the station pending the appeal.

The latest move in the long drawn out legal battle between the newspaper and the owners of WKBB occurred when attorneys for the station filed their notice of appeal with the court.

The case had already gone to the United Supreme Court as a result of the granting of the original construction permit. In that instance the station had contended that the granting of a license for another station in Dubuque would ruin it economically and that the market was not large enough to support two stations. The FCC, however, had granted the license and the station had appealed. The Supreme Court, however, had ruled in favor of the FCC, citing the economic law "survival of the fittest," and establishing free competition.

Later the *Telegraph Herald* asked the FCC for a modification of its original construction permit, requesting unlimited time and an increase in power. This was granted without a hearing.

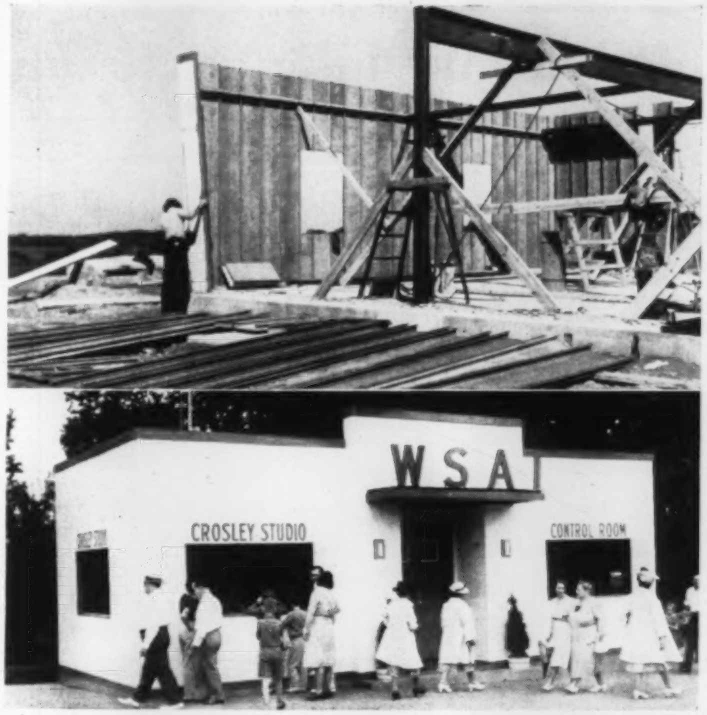
WKBB charged this was "contrary to the Fifth Amendment of the Constitution and the Communications Act of 1934."

In his appeal Attorney Louis G. Caldwell contended that the FCC erred in 12 instances in granting the modification of the construction permit, and pointed out that the "Commission failed to consider and make findings as to whether or not the granting of the application would result substantially in a monopoly of the media for general dissemination of intelligence in Dubuque."

Kleenex Spots on 15

INTERNATIONAL Celucotton Products Co. (Kleenex) starts a 13-week varying schedule of chain breaks and one-minute transcribed announcements Jan. 13 on 15 stations in five cities. Stations selected are WIRE and WFBM, Indianapolis; WAVE, WHAS and WGRC, Louisville; WLW, WKRC, WSAI and WCKY, Cincinnati; WTAM, WHK and WGAR, Cleveland; WBNS, WHKC and WCOL, Columbus. Lord & Thomas, Chicago, is the agency.

BING CROSBY, star of the weekly NBC *Kraft Music Hall*, sponsored by Kraft Cheese Co., has signed a new straight five-year recording contract with Decca Records Inc., which guarantees him $60,000 a year minimum on a percentage cut for a total of $300,000, reportedly the biggest artist-recording deal ever made.



IT LOOKS like this, and then a week later it looks like that. Modern fabricating genius was utilized by WSAI, Cincinnati, to erect a 16 x 32 foot studio at the Cincinnati Zoo. Having served its purpose, the building was moved to Mt. Healthy, O., and expanded into a 32 x 32 structure. The original building was built in a week, including painting, built-up roof and completely paneled and insulated interior. New panels were added when the building was re-erected for a transmitter house. The Steelox panels are fabricated from Armco Paintgrip galvanized sheets, made by American Rolling Mills Co., Middletown, O. Bat-type insulation is used, with mesh holding it in place and providing ventilation space. An interlocking flange assembly eliminated use of rivets, welds, bolts or nails through the metal. Twenty square feet of Steelox roof, wall or floor can be erected in less than three minutes, it is said.

Vance Resigns

HAROLD C. VANCE, radio engineer associated with RCA Manufacturing Co., Camden, and former head of the RCA transmitter sales office in Chicago, on Dec. 26 announced his resignation to engage in radio consulting work in the East. Temporarily headquartered at 309 Redman Ave., Haddonfield, N. J., Mr. Vance plans to locate soon in Philadelphia. Well known in radio engineering circles, Mr. Vance during the last two years has specialized in facsimile and other new radio engineering developments.

NBC's Schedule Format

NBC has revised its Comparative Network Schedules, listing commercial programs on the Red, Blue and CBS for all hours from 9 a.m. to 1 a.m. for each day of the week, which it sends twice monthly to advertisers and agencies. Somewhat larger in size, the new form also carries a list of all NBC commercials, showing the sponsor, agency, point of origin and number of stations for each program. New form also shows in italics NBC sustaining shows that are available for sponsorship. Schedule is prepared and compiled by George Burbach Jr.

WRVA, Richmond, Va. described the departure of Admiral Wiliam D. Leahy the new ambassador to unoccupied France from the quarter deck of the cruiser *Tuscaloosa* Dec. 23. Leahy sailed from Norfolk on the warship for his new post.

New York Court Fixes Jan. 13 for Disc Trial

SUIT of the Chilean Nitrate Sales Corp., New York, against Grombach Productions, New York, has been set for trial Jan. 13. Company is seeking to restrain the transcription firm from instituting proceedings against the 18 stations now broadcasting the *Uncle Nachel* series, ownership of which is claimed by both parties [BROADCASTING, Dec. 15].

In the meantime, Stanley M. Lazarus, attorney for the Grombach organization, filed counterclaims, alleging breach of contract and plagiarism, and fraudulent conspiracy in inducing talent to breach contract with Grombach. Named in the action are O'Dea, Sheldon & Canaday, New York, the Chilean agency, and Transamerican Broadcasting & Television Corp., now producing the series. At the same, Mr. Lazarus announced that he was starting suits on behalf of his client in Alabama, Georgia, and Louisiana courts against stations in those states which are currently broadcasting the program.

MUTUAL Broadcasting System, through its key station WGN, Chicago, is reported as contacting Hollywood film studios for cooperation on a new radio program that would serialize motion pictures on the air. They are asking for name talent to accompany each show. Paramount is said to be the first company to consider the proposition, and is lining up the script of "Whispering Smith", which Sol Siegel will produce.

New Appeal Filed In WAPI Ruling

Assignment Case Is Shifted After High Court Decision

CARRYING forward its appeal from an FCC decision of 18 months ago denying the voluntary assignment of WAPI, Birmingham, from Alabama Polytechnic Institute, U of Alabama and Alabama College to Voice of Alabama Inc., the four parties on Dec. 30 filed an appeal with the U. S. District Court for the Northern District of Alabama.

The complaint marked the first action conforming with the recent dictum of the U. S. Supreme Court, set out in its Nov. 25 decision in a case involving the transfer by lease of KSFO, San Francisco, to CBS, specifying jurisdiction in Federal district courts for cases involving voluntary assignments of station licenses [BROADCASTING, Dec. 1].

Change of Tribunals

The case, which recently was withdrawn from the U. S. Court of Appeals for the District of Columbia where it had been filed previously, stemmed from far-reaching FCC action May 16, 1939, in denying transfer of the WAPI license to Voice of Alabama Inc. for a period of 15 years starting in 1937 [BROADCASTING, June 1, 1939].

The parties took the case to court after the FCC subsequently had denied a petition for rehearing and oral argument. The complaint was filed in the Alabama Federal court by Thomas S. Lawson, Attorney General of Alabama and attorney for the three schools jointly owning the station, and Duke M. Patrick, Washington counsel for Voice of Alabama Inc.

The plaintiffs allege that the FCC action in denying the petition for rehearing amounts to denying any hearing whatsoever on their application for transfer of license and therefore denies them due process of law. Setting out a long list of allegations concerning the FCC order of May, 1939, the complaint further avers that the Commission's action is based on provisions of the lease agreement relating "solely to the private or business affairs" of the plaintiffs and that in various ways the Commission has stepped out of bounds in disposing of the case, among them attempting "to place illegal and unwarranted restrictions upon the right of assignment conferred upon all licensees of radio broadcast stations by Section 310 (b) of the Communications Act of 1934".

The denied application involved a 15-year lease of the 5,000-watt station, whose license is jointly held by the three educational institutions, to Voice of Alabama Inc., under whose proposed setup CBS would be a 45% stockholder; Ed Norton, Birmingham businessman and controlling owner of WMBR, Jacksonville, Fla., 42% stockholder; and Thad Holt, manager of the station, holder of the remaining 13% stock. The station at present operates commercially under a management agreement with Mr. Holt.

FRIDAY Magazine, New York, will sponsor on WHN, New York, starting Jan. 6 for a 52-week period a thrice-weekly quarter hour commentary by the publication's editor, Dan Gillmor. H. C. Morris & Co., New York, is the agency.

Opposing Elements in Music Feud State Positions

Dept. of Justice Statement

HERE is the text of the Department of Justice statement announcing its plan to institute criminal proceedings in the copyright situation:

Attorney General Robert H. Jackson announced today (Dec. 27) that he had authorized Thurman Arnold, Assistant Attorney General in charge of the Antitrust Division, to institute criminal proceedings under the Sherman Act against the American Society of Composers, Authors & Publishers, Broadcast Music Inc., the National Broadcasting Co., and the Columbia Broadcasting System. The proceedings will be brought in Milwaukee, Wis., immediately after the first of January, and will be based on the following charges:

1. The illegal pooling of most of the desirable copyright music available for radio broadcasting in order to eliminate competition and to monopolize the supply.

2. Illegal discrimination against users of copyright music.

3. Illegal discrimination against composers who are not members of ASCAP or Broadcast Music Inc.

4. Withholding music from publication in order to exact fees not permitted by the copyright laws.

5. Illegal price fixing.

6. Restraining composers in their right to bargain for the sale of their own music.

7. Requiring users of music to pay for tunes on programs in which no music is played.

8. Mutual boycotts by ASCAP and by the broadcasting chains (through Broadcasting Music Inc.) in an attempt by each of these conflicting groups to obtain for themselves control over the supply of music by depriving the others of control, which boycotts threaten to restrain and obstruct the rendition over the radio of about 90% of the desirable modern copyright music.

Monopoly Practices

Explaining the Department's decision to institute criminal proceedings, Assistant Attorney General Arnold said:

"For a number of years the Antitrust Division has received constant complaints against the activities of ASCAP. The original purpose of ASCAP was one which the Department recognizes to be legitimate, i.e., collective action to protect its members from piracy of their copyrights. Activities which further this purpose have not been questioned by the Department, and are not attacked in these proceedings.

"However, the Department for many years past has frequently called to the attention of ASCAP practices which went far beyond the necessity of protecting its members in their copyright privileges,—practices which were designed solely for the purpose of eliminating competition in the furnishing of music, and securing a monopoly control over the supply.

"Recently, through Broadcast Music Inc. (an association controlled by the major broadcasting chains), NBC and CBS have engaged in, and threaten to continue on a larger and larger scale, restrictive practices similar to those which the Department charges were illegally instituted by ASCAP. It is claimed that these activities were necessary to protect the broadcasting chains from the illegal activities of ASCAP.

"The Department is not concerned with the question as to which organization was the aggressor. Each of these groups today is charged with using illegal methods to wrest the control of copyright music from the other. The threatened conflict is already in its first stage. The mutual boycotts already begun will hamper and obstruct the rendition of all copyrighted music over the radio and deprive the public of the privilege of hearing that music except on terms dictated by the victor in the contest. In such a struggle the public is in the position of a neutral caught between two aggressive belligerents.

SESAC Inquiry

"This Department cannot sit by and see ASCAP and the broadcasters engage in a private war at the expense of the public, using violations of law as their weapons in order to fight fire with fire. We have tried to obtain voluntary agreement to form the basis of a working peace which would eliminate the illegal activities and allow the associations of composers to continue their legitimate function of protecting their members from piracy. Those efforts, which a few days ago appeared to be on the verge of success, have failed. Now we have no choice but to proceed with a criminal prosecution to protect the interests of the public in orderly competition in the distribution of music.

"It should be added that complaints have also been received against the Society of European Authors & Composers, commonly called SESAC. These complaints are now being investigated."

Neville Miller's Statement

Following is the statement of NAB-BMI President Neville Miller, released in New York Dec. 26 following the Department of Justice announcement and issued on behalf of NBC and CBS as well as the trade association:

The Department of Justice is on the right track in bringing criminal charges against the American Society of Composers, Authors & Publishers. For many years broadcasters have sought relief from the grip of this illegal monopoly. It is a fact that the Department has had pending an antitrust suit against ASCAP for more than six years and it is also true that for many weeks now the Department has been dickering with ASCAP for a consent decree which would have eliminated the monopolistic practices of which the broadcasters complain. This consent decree would have established an open and competitive market for music which once more would give broadcasters access to the great supplies of music controlled by the society in a monopolistic pool.

It is significant of the justice of the broadcasters' complaints against the society and of the propriety of the Department of Justice's pressing for a consent decree on the part of ASCAP that only two days ago three justices of the Federal Court in Washington unanimously held that ASCAP was an illegal monopoly in the restraint of trade.

Stock Ownership

It is most unfortunate that the Department appears to have confused the illegal practices of ASCAP with the perfectly legitimate effort of broadcasters to create an alternative competitive supply of music.

BMI is not the creature of NBC and CBS. It was formed by mandate of the NAB in open convention, and more than 600 stations are the owners of its stock and the users of its music. It was at the urging of many of these stations and of myself that the networks cooperated in the formation of BMI, of which they together hold only 17.1% of the stock. Broadcasters throughout the country set up BMI after they had found it impossible to deal with ASCAP on any basis other than paying a tax on all programs whether they used music or not. In forming BMI, we had competent legal advice and are confident that it is in no sense violative of the law.

The statement issued by the Department of Justice shows that the department does not understand the setup of BMI. This is not surprising in view of the fact that the Department of Justice has made no attempt to discuss this setup with broadcasters, nor has it pointed out to us any ways in which it believed we were violating the law.

Certainly if it believes the broadcasters are attempting a boycott, they are completely misinformed. For weeks the Department of Justice discussed a consent decree with ASCAP and, when it failed to get one, it suddenly accuses practically the whole broadcasting industry, represented in BMI, of criminal practices without giving us any opportunity at all for a similar discussion. The reason for this unusual behavior is not at all clear to me, and I hope that before the Department carries out its announced plan, it will be willing to give at least as much consideration to the broadcasters as it has given to a society which it has itself branded as a law violator over an extended period of years.

Gene Buck's Statement

Gene Buck, president of ASCAP, issued the following statement Dec. 26:

Attorney General Jackson's announcement to proceed to indict ASCAP is regrettable but does not come as a shock to me or my associates. We composers and authors of the nation have long grown used to the power and influence of the broadcasters since the birth of radio. The only new feature of the government's announcement is Mr. Arnold's declaration to also indict CBS, NBC and their company union, BMI, for which he receives our sincere congratulations.

This is the first time to my knowledge that the Attorney General's office has addressed itself publicly to doing something about the monopoly, the power and the activities of our opponents. Heretofore our society has been singled out as the big bad wolf by the Government and all the big guns have been aimed at the society, we who create the music and the songs of the nation.

The Assistant Attorney General's announced proceedings to finally go into the entire structure of the monopoly of the air and its affiliations should be welcome news to every one concerned—the public, the legislatures, the judiciary throughout the nation and my associates in the society.

Final Ruling Awaited

The breaking down of the negotiations between the Attorney General and ourselves was on his insistence that we accept a decree requiring the society to do business as prescribed by certain laws which the broadcasters succeeded in having enacted in Florida and Nebraska, as well as in other States in 1937. The State statutes were declared invalid by 11 Federal judges sitting in three States and upheld in one State, namely Washington, on Christmas Eve by three judges.

The Supreme Court has agreed to review two of the decisions. The cases will be argued the latter part of next month or the early part of February. In view of the desirability of obtaining an authoritative ruling on this important question from the nation's highest tribunal, the society suggested that discussion of these matters be deferred until the Supreme Court decision.

The importance of the matter to the authors and composers of our nation's music seemed to justify this request. The slight delay necessary was felt to be inconsequential when viewed in the light of the Government's inaction in this matter for a period of five years since the date when the Government requested the adjournment of the trial in the case which it brought against the society in 1934.

The society has continuously functioned in protecting the interests of the composers and authors in the same way for more than a quarter of a century. A previous Attorney General of the United States as well as the Federal Trade Commission have upheld the legality of the society's activity. Notwithstanding this period of acquiescence by the United States Government, the Assistant Attorney General in charge of this case threatened an indictment unless our society consented to a decree prior to the Supreme Court decision.

'Willing to Negotiate'

The society could not afford to surrender to this ultimatum on the grounds it was entitled to await the Supreme Court decision. We believe our position and decision to refuse to yield to a consent decree in the light of these facts is sound. As the nation knows, we are engaged in a controversy with the broadcasting industry which through its power and influence has instigated and motivated our legal difficulties in the nation's capital in Washington, and throughout the separate States in the Union.

We will continue to protect the rights of our members in an orderly, legal and humane manner with all the gifts and instrumentalities at our command. We insist that those who create the music of the nation shall be paid for their efforts and we will continue to resist all efforts to control or whittle away their rights or infringe their works irrespective of the might and power of the users.

We have offered and are still willing to meet the broadcasters any time, any place, anywhere to negotiate and settle our differences, but all the efforts of those who have tried for over eight months, including ourselves, have been unsuccessful. The broadcasters have evidently decided to go through with their plans to boycott our music and no one, it seems, including the Government, can induce them to change their set course.

SESAC Statement

THE FOLLOWING statement was issued Dec. 27 by Leonard David Callahan, general counsel of SESAC:

In view of SESAC's friendly contractual relations with the broadcasting industry during the past ten years, its close cooperation with the NAB, and long term license agreements with 700 radio stations, published reports that the Department of Justice has received complaints concerning SESAC are evidently erroneous. Inquiry at Department of Justice today by SESAC failed to elicit any substantiation of the reference in the newspaper article.

Merchandising & Promotion

Gadgets Galore, and Useful Ones, Too—News of Features—Tags on Time—Bus and Trolley Cards

CHRISTMAS gifts to the trade covered a wide range of gadgets, practical items and novelties. The donations included radios, refreshments, desk pieces and a tiny aspirin box. Among gifts received by BROADCASTING were:

WFIL, Philadelphia—Radio; cigarette container.
WQAM, Miami—Tropical jelly.
WIP, Philadelphia—Letter opener.
WFAA, Dallas—Grapefruit.
WSPD, Toledo—Circular pocket knife.
WNEW, New York—Beverage.
WOV, New York—Beverage.
WGAR, Cleveland—Desk calendar.
WLAW, Lawrence, Mass.—Slipstream letter opener.
WCAU, Philadelphia—Eveready desk pad.
WCOA, Pensaloca—Pecans.
WPEN, Philadelphia — Pop-up cigarette container with clock.
WOWO, Fort Wayne—Zippo lighter.
WBAL, Baltimore—Silent-flame lighter.
WDAY, Fargo, N. D.—Pencil calendar.
KIDO, Boise, Ida.—Idaho potatoes.
KDYL, Salt Lake City—Penknife.
KTAR, Phoenix—Dates.
KFEL, Denver—Celery.
KLRA, Little Rock—Bacon.
George Hollingbery & Co.—Sausage, bacon.
Standard Radio—Time dial.
Major Bowes—Aspirin box.
Oklahoma Pub. Co.—Mistletoe.
SESAC—Desk calendar with clock.
O. L. (Ted) TAYLOR STATIONS—Grapefruit.

* * *

UP Promotes Features

TO PROMOTE supplemental news features on the United Press radio wire, the news service is issuing weekly color brochures explaining each of the seven features released daily and the three released on Sundays. Each feature is aimed at definite listeners such as sports fans, women, movie fans, farmers, etc., and the brochures will be used by the stations as sales presentations. UP is surveying station use of the features.

* * *

Transit Displays

WIRE, Indianapolis, has made a year-round deal with Indianapolis Railways Inc. for the constant display of two display cards in each of 376 street cars and buses. In addition, station will use outside promotion cards on the vehicles.

FOOTBALL CONTEST

Fort Worth Interested in Picking Favorites

IN CONNECTION with its exclusive broadcasts of the District 7-AA high school football games in the Texas Interscholastic League this fall, KFJZ, Fort Worth, conducted a "Popular Player Contest" among Fort Worth high schools which drew intense interest from purchase-minded listeners. The contest was conducted on KFJZ under sponsorship of Worth Food Markets, one of four co-sponsors of the football series. Zack Hurt, KFJZ sports commentator, originated and handled the contest.

At contest-end in December, 934,007 votes were tabulated, each vote representing a purchase at the Worth Food Markets. No advertising was used to promote the contest except a single announcement on each football broadcast, explaining the voting system. After a purchase listeners were entitled to vote on the back of the sales slip. Voters in the contest made purchases averaging $1.84, with some of the stores running as high as $2.42 per person, according to an analysis by KFJZ. Winner of the popularity contest, with 144,324 votes, was Ray Coulter, star end of the Masonic Home football team.

Books for Kids

LISTENERS who send in a question used on the WHN, New York, sustaining program, *Kid Wizards*, receive a book if the question is answered correctly. However, if the query stumps the kids, the sender receives $5 in cash, and has the privilege of sending a child guest to appear on the program, who receives a 20-volume set of the "Book of Knowledge" for the appearance.

* * *

Boon to Motorists

GOOD news for listeners of WFAS, White Plains, N. Y., was supplied by John Dillon, sportcaster, during a fight broadcast sponsored by Cyclone Auto Supply Stores. The stores offered to buy 1941 auto license tags for listeners, the fee to be paid back to Cyclone in installments. The scheme saves motorists the trouble of standing in line to get new tags, besides easing the burden of payments for tags. Cyclone sponsors blow-by-blow broadcasts of fights every week, with Dillon at the microphone.

* * *

Advance Notice

A NEW IDEA recently was incorporated in *San Francisco Presents* on KGO, San Francisco, when Producer Bob Dwan ran in a trailer on a forthcoming KGO program. Each week the program includes a sample of some KGO show to be heard in the future.

Tower Serenade

KCMC, Texarkana, Tex., serenaded Christmas shoppers with Yuletide music every half-hour from 10 a.m. to 8:30 p.m., played over a 75-watt public address system attached to its antenna tower in the downtown shopping area. The speakers were placed so the music did not blast nearby listeners but was of enough strength to be heard eight blocks away. FCC granted KCMC permission to mount the speakers on the antenna tower.

CHNS
HALIFAX, N. S.
THE KEY STATION OF THE MARITIMES

One-third of all radio sets in Nova Scotia are within twenty-five miles of our antenna, two-thirds are within our primary coverage area. No advertiser can afford to overlook this field.

Representatives
WEED & COMPANY
350 Madison Ave., N. Y.

BROCHURES

NBC—Third edition of booklet, "How Schools Can Use Radio," mailed to teachers, educators, parent-teacher groups, describing NBC public service programs. Booklet is prefaced with statements by David Sarnoff, RCA president, Niles Trammel, NBC president, and Dr. James Rowland Angell, NBC counselor on public service programs.

WAPI, Birmingham—Folder, reprint of an article in *Time*, Nov. 25, "Boom in Birmingham," describing city's increased steel production resulting in increased buying powers.

KDKA, Pittsburgh—Two-color folder, "Identity," with reproduction of large fingerprints around the title, inside spread of clippings from magazine and newspaper articles written about the station at the time of its 20th anniversary in November.

NBC—Pocket-size pamphlet, "NBC Interprets Public Service in Radio Broadcasting," summarizing policies and program plans recommended by Dr. James Rowland Angell, NBC educational counselor.

KGO-KPO, San Francisco—Mailing piece titled "Clean Sweep," depicting KGO-KPO-*San Francisco Chronicle* election coverage.

NAB—Brochure on successful use of radio by drug stores, 10th in "Results from Radio" series by NAB Bureau of Radio Advertising.

WOR, New York

WOR, listed as a Newark station since its advent, officially will become a New York City station if an application filed Dec. 23 with the FCC is granted. While its transmitter is located on the Jersey side, the station seeks removal of its main studio from Newark to its New York headquarters at 1440 Broadway. Station location is determined by main studio site, rather than transmitter site.

WCKY, Cincinnati—12-page souvenir booklet for studio visitors featuring photos of promotion activities of the station.

MILLION DOLLARS
for HOUSING

Plans are underway, a $1,016,000 appropriation has been made by the Federal government, and construction is expected to be started in early spring for a 270 unit housing project in Shreveport. Another reason why smart advertisers will now reserve time on the powerful 50,000 watt station, KWKH.

50,000 *Watts*

A SHREVEPORT TIMES STATION
KWKH
Represented by The Branham Co.
CBS
Shreveport Louisiana

People are BUYING
in Canada's
Golden West

● A splendid opportunity for increased sales is waiting in Western Canada this year. A Record Wheat crop on a firm and rising market, together with tremendous war orders, is putting millions of dollars of new money into circulation among Canadian farmers, cattlemen, fruit ranchers, miners and oilmen.

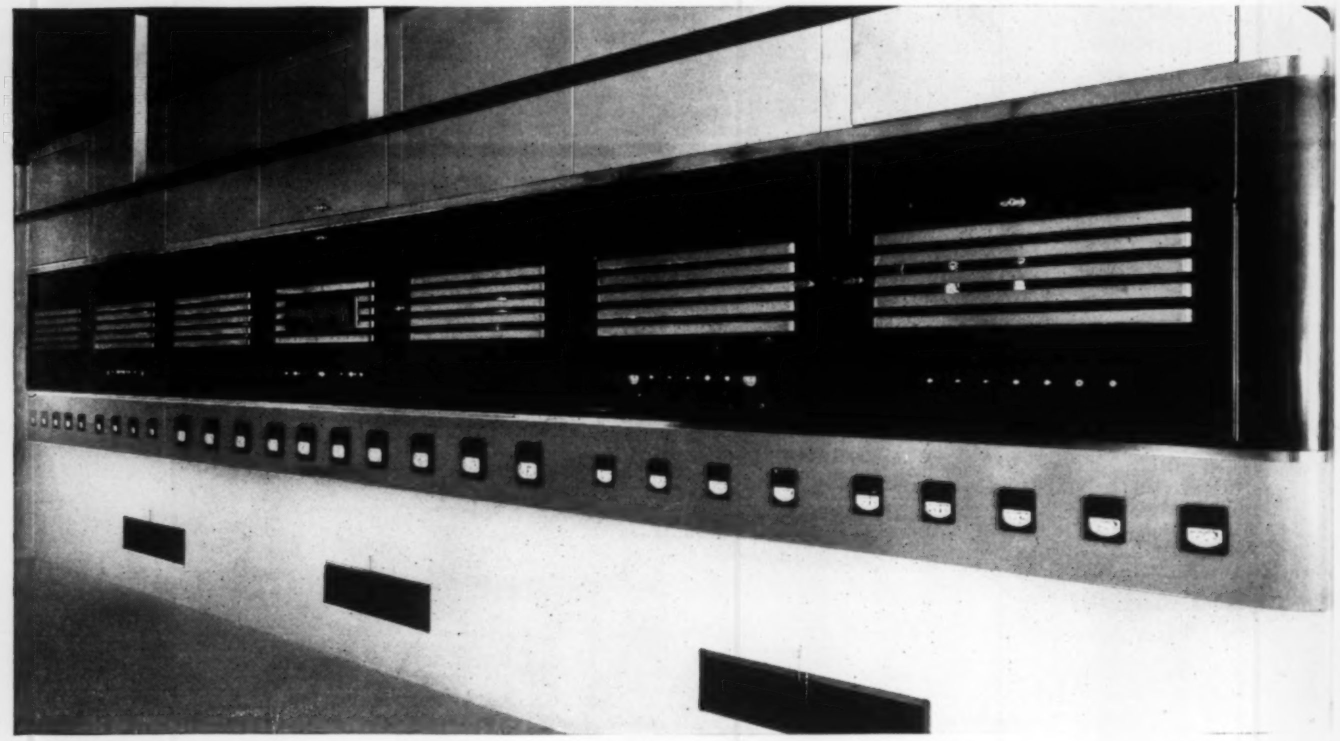
This means greater potential sales for your product in Western Canada. Make these sales at a low cost by placing your program on—

THE ALL-CANADA FOOTHILLS GROUP
(All Basic CBC Stations)
First in Listener Preference
Write for Audience Figures

CKCK Regina, Sask.
CHAB Moose Jaw, Sask.
CJOC Lethbridge, Alta.
CFAC Calgary, Alta.
CJCA Edmonton, Alta.
CJAT Trail, B.C.
CKOV Kelowna, B.C.

Representatives:
U.S.A.-WEED and COMPANY
CANADA - All-Canada Radio Facilities Limited

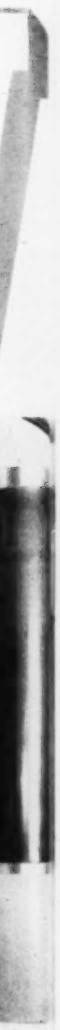
BUFFALO'S WKBW



This is the typical 50-HG installation of seven cubicles placed side by side to form a single attractive unit. WKBW's new 50-kw transmitter will consist of nine cubicles, arranged in line. The two additional cubicles house the rectifier and antenna phasing equipment.

WESTINGHOUSE W

Westinghouse



GOES TO 50,000 WATTS

...selects Westinghouse 50-HG for fidelity, economy and reliability of transmission

Soon ten million listeners, from Maine to South Carolina, will be within range of Station WKBW. Present listeners in the densely populated area of Western New York, Western Pennsylvania, and Eastern Ohio, will welcome the increased signal strength, the new high quality of transmission.

WITH THESE OPERATING ADVANTAGES:

- Air-cooled tubes in all stages.
- Extremely low operating costs.
- Metal rectifiers throughout, except main high voltage rectifier.
- Inductive neutralization of the power amplifier.
- Equalized feedback.
- Compressed gas condensers.
- Complete elimination of fuses.
- Spare rectifier tube at operating temperature.
- Ease of adjustment.
- Unit construction throughout.
- Full automatic control.
- Relatively low plate voltages.
- Conservative operation of all tubes.

National and local advertisers, alike, will welcome the added power of this Buffalo station.

This is the third station receiving a 50-kw construction permit since January 1, 1940, which has selected the *Westinghouse 50-HG* Transmitter. Only *four* such construction permits were granted in this period.

That these three stations have each chosen the Westinghouse Transmitter is more than a coincidence. For here is a transmitter that is the last word—in economy, convenience of operation, fidelity and reliability.

This transmitter is designed on the basis of experience gained in actually operating radio stations—Westinghouse owns and operates the first, as well as several of the most powerful, radio broadcasting stations.

It is built by craftsmen who have been manufacturing radio equipment since the earliest days of broadcasting.

It is backed by the ONLY company that manufactures, under its own name and own responsibility, ALL equipment needed for complete radio transmitting station operation.

J-08031

Broadcast Equipment

Defense Activities, Progress of Radio Reviewed by FCC

Minimum Interference with Communications Plann In Case of Emergency, Says Annual Report

IN ITS FIRST "streamlined" report to Congress, covering major activities for the entire calendar year 1940 rather than only the fiscal year, the FCC Jan. 2 told of its vastly increased functions, particularly because of national defense requirements and new developments in broadcasting and other phases of communications.

The FCC advised Congress that in prescribing certain general defense curbs, its action is "precautionary rather than disciplinary". The Commission said it was "proud of the patriotic and cooperative response of operators and industry both". Particularly mentioned was the collaborative spirit of the broadcasters.

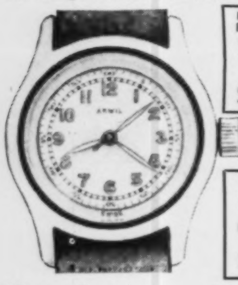
Treaty Switchover

Alluding to the broad powers given the President under Section 606 of the Communications Act to commandeer communications facilities, the report said the Commission does not want to interfere with communications "any more than is necessary for the national protection". It desires particularly, said the report, "to preserve the present linking of radio facilities throughout the land for efficient and instantaneous communication".

WILOA presents "AKWIL"

It's Original - Sensational - Entirely NEW!

The Timepiece you have been waiting for. Combining the latest features in a wrist watch.



17 Jewel yellow R. G. P. case. Rustproof Back. Pig Skin Strap.
$33.75

Also available in 7 Jewel, Steel case with Raised Gold Numerals
$19.95

- Sweep Second Hand
- Shockproof
- Waterproof
- Dustproof
- Luminous Dial and Hands
- Unbreakable Crystal
- Non-Magnetic

This Watch is constructed for Dependability and Accuracy—Styled for the Discriminating—Shockproof — Waterproof — Dustproof — Equipped with Luminous Dial and Hands. A regular Wrist Watch especially designed for those requiring Split Second performance—Announcers—Control Room Engineers and Technicians—**Calibrated to 1/5th Second.** Our WRITTEN GUARANTEE protects you against defects for one year. YOUR MONEY REFUNDED in 10 days if this watch does not perform to your entire satisfaction.

THE WILOA COMPANY
Suite 206 - 23 Flatbush Ave., Brooklyn, N. Y.

Use this coupon at once! Send Money Order or Check. Cash by Registered Mail only.

THE WILOA CO.
Suite 206—23 Flatbush Ave., Brooklyn, N. Y.
☐ Enclosing $33.75. Send 17 Jewel Akwil.
☐ Send C.O.D. 17 J. Akwil at $33.75.
☐ Send C.O.D. 7 J. Akwil at $19.95.

Name ....
Address ....
City .... State ....
We prepay charges if remittance accompanies order.
B-J1-41

In a section devoted to the impending reallocation under the North American Broadcasting Agreement, the FCC pointed out that the Havana pact "contains no provision for continued operation of high-powered stations just across the Mexican border". It stated that the chief noticeable difference to the average listener, once the reallocation becomes effective as scheduled on March 29, 1941, will be that his favorite station above 730 kc. will occupy a slightly different place on the dial, usually higher.

Explaining the sharp decrease in the number of hearings on broadcast applications, the FCC attributed this largely to changes in the method of handling, pointing out that in the past it has been the practice to designate for hearing, without seeking additional information from the applicants, applications which upon their face did not contain sufficient information to warrant the Commission in finding that grants would meet the statutory standard.

The FCC said that during the past year particular effort was made to obtain in detail additional facts, without the necessity of hearing. New application forms were adopted with a view to eliciting, so far as possible, all pertinent information in the first instance, thus eliminating the necessity of requiring applicants to file additional material.

Right of Appeal

Defending this procedure, which has been under sharp attack, the Commission said ample protection is afforded through petitions for reconsideration, re-hearing and hearing, and the right to appeal to the courts, provided by statute. The principal beneficial result of eliminating unnecessary hearings has been to provide broadcasting service where needed, without long delay, according to the report.

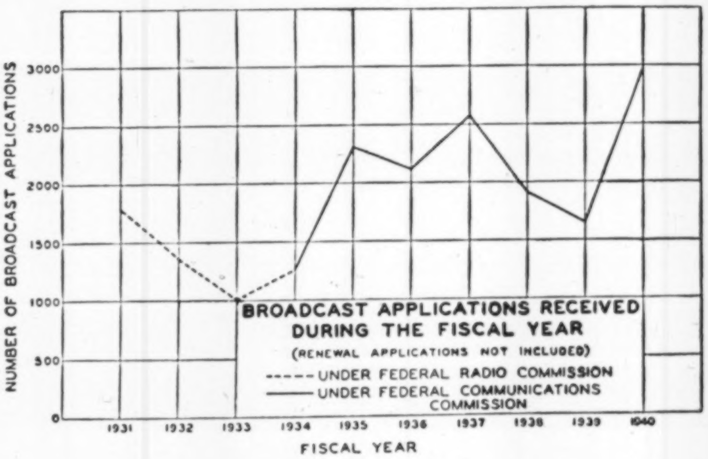
Procedure in handling complaints and investigations, often a subject of Congressional inquiry, was covered in detail by the FCC.

The Commission entertains complaints on advertising continuities, where the action of the station appears to be against public interest, and occasionally refers complaints alleging unfair trade practices to the Federal Trade Commission. In matters involving refusal of time on the air, the report said, complainants are informed that stations are expressly declared by the Communications Act not to be common carriers. It was emphasized that the Commission has made no regulation or condition interfering with the right of free speech.

Covering non-standard broadcast services, the FCC recounted developments dealing with FM, television, and allocations of high-frequency bands for those services. It said that the ensuing year will offer practical demonstration of FM's claimed clarity and staticless quality. Television was declared to be making substantial progress, with the cooperative assistance of the industry and the Commission.

More than a score of stations geographically distributed throughout the nation have been licensed to experiment with various types of visual transmission, and participating stations have budgeted a total of $8,000,000 for this experimental work, looking toward full commercial operation.

Unlike past reports, the Commission made no specific recommendations to Congress. It is expected, however, that early in the new session the FCC may submit recommendations as a result of the network monopoly inquiry, still awaiting final action.



AMONG radio figures signing the Dec. 26 letter to President Roosevelt regarding aid to Great Britain were Barry Bingham and Mark Ethridge, WHAS and *Louisville Courier-Journal;* Dorothy Thompson, commentator; Wythe Williams, commentator; Dr. James Rowland Angell, NBC counselor for public service programs.

Plenty of Pull

JAMMED telephone lines recently brought about the signing of a much-sought 26-week schedule by WJDX, Jackson, Miss. Jitney-Jungle Stores, with 12 stores in Jackson and others throughout the South, recently contracted for seven quarter-hours on WJDX tying in with its Founders' Week. The programs, on which 10 pounds of coffee were awarded daily to the first 10 listeners calling in the correct number of times the word "Jitney-Jungle" was used during the middle commercial, lasted only three days because telephone lines on the Jackson exchange were blocked for five minutes or so each day. Threatened with an injunction against the program, WJDX dropped the giveaway angle with consent of the sponsor. At conclusion of the short schedule Jitney-Jungle was so impressed with radio's drawing power that it signed the 26-week contract.

Engineering Standards Are Published by FCC

COPIES of the FCC's *Standards of Good Engineering Practice Concerning Standard Broadcast Stations* have been printed for the first time by the Government Printing Office. In announcing publication of the rules in printed form, the FCC indicated that it would send copies free only to broadcast licensees, although others may get copies for 30 cents each from the Superintendent of Documents, Government Printing Office, Washington.

The standards interpret and elaborate on the rules and regulations, which form the basis of good engineering practice as applied to the standard broadcast band, and represent the consensus of the broadcast industry as expressed in conferences with engineers and manufacturers, augmented by extensive field surveys conductd by the Commission's field staff, according to the FCC. First made effective Aug. 1, 1939, the compilation has been revised to July 20, 1940, in the printed edition.

FCC in Recess

UNLESS there are unforeseen dedevelopments, the FCC will not hold another meeting until Jan. 7, having held its last regular pre-holiday session on Dec. 17. Chairman James Lawrence Fly has been vacationing in Florida and does not plan to return until after New Year's. Commissioner Norman S. Case has been Acting Chairman since early in December.

WWNC
ASHEVILLE, N.C.
FULL TIME CBS AFFILIATE 1000 WATTS
sole BLANKET *radio* COVERAGE *of*
WESTERN NORTH CAROLINA

Equipment

WINCHARGER towers have been purchased recently by WMRN, Marion, O.; WCBT, Roanoke Rapids, N. C.; KGLO, Mason City, Ia.; KWIL, Albany, Ore.; WBTA, Batavia, N. Y.; WTCM, Traverse City, Mich.; WDEF, Chattanooga, Tenn.; KDTH, Dubuque, Ia.; WFHR, Wisconsin Rapids, Wis., according to M. M. Lasensky, in charge of tower sales.

ORDERS for marine radio equipment totaling $450,000 have been placed by the Government with Radiomarine Corp. of America as part of the defense program, according to Charles J. Pannill, president. Additional floor space doubling the laboratory and manufacturing area is being acquired.

RCA MFG. Co. has announced a new control device for mobile radio systems by which any car or group of cars can be called without disturbing other receivers in the same system. The device was developed by the Emergency Communications Section of RCA. It was given its first showing at the Seventh Annual Conference and Exhibits of the Associated Police Communications Officers at Orlando, Fla.

WTAD, Quincy, Ill., has started construction of its new transmitter layout, reported to cost from $45,000 to $50,000, including two 270-foot Truscon towers and a Collins 1,000-watt transmitter. WTAD holds a construction permit to expand from limited time operation to fulltime with 1,000 watts on 900 kc., using directional antenna.

WESTERN ELECTRIC 639A cardioid microphones are being installed in the studios of WBNX, New York. The 639A type, recently perfected by Western Electric, is a combination of three standard mikes, enabling six different types of pick-up.

WTMJ Erects Plant For FM Transmitter

WTMJ, Milwaukee, has started construction on the new building to house its 10 kw. FM transmitter, first step in a half-million dollar triple-function broadcast project undertaken by the Milwaukee Journal Co. [BROADCASTING, Nov. 15]. The new FM transmitter, W55M, is to be located on U. S. Highway 41, 21 miles northwest of Milwaukee. Although the base of the antenna will be about 450 feet above the level of the city, exact height of the tower has not been determined.

Studios will be located in the huge new WTMJ "Radio City" structure to be built this spring. The transmitter building, in addition to housing mechanical equipment for the FM operations, also will include living quarters for engineers. According to FCC computations, the 10 kw. FM outlet will cover an area extending up to 70 miles from the transmitter.

THE *Cedar Rapids* (Ia.) *Gazette*, applicant for a new 100-watt station in that community on 1420 kc., has been authorized by the FCC to amend its application to ask for 5,000 watts on 1550 kc. The newspaper has also applied for an FM outlet on 44.7 mc.

W2XVP, shortwave adjunct of WNYC, New York, is now on the air from 7 to 9 p.m., with musical and educational programs. It operates with 1,000 watts at 26.1 mc. Production and announcing are handled by Cy Blum.

WBOS Soon to Begin Regular Latin Service

WBOS, 50,000-watt Westinghouse international broadcast station in Boston, on New Year's Day will start regular scheduled service to Latin America, according to a Dec. 26 announcement by Lee B. Wailes, Westinghouse manager of broadcasting. Service on the European beam is to start later, it was announced. WBOS, known as WPIT before it was moved from Pittsburgh to Hull, Mass., will operate daily from 4 to 11 p.m., carrying two hours in English, three in Spanish and two in Portuguese.

The station operates on six frequencies—6140, 9570, 11870, 15210, 17780, 21540 kc. During the first weeks of operation, the station will be supervised by F. P. Nelson, Westinghouse director of international broadcasting, but subsequently it will be in charge of W. C. Swartley, manager of WBZ-WBZA, Boston-Springfield. Occupying studio and office space adjoining WBZ quarters in Boston, WBOS is independently staffed, with R. F. Brock as studio supervisor. The 50 kw. plate-modulated transmitter is claimed to be the first air-cooled shortwave unit in the country. The station's two directional rhombic antennas are located in an ocean-side salt marsh at Hull, near the WBZ transmitter.

RCA to Expand Plants To Handle War Orders

EXPANSION of manufacturing facilities at the RCA plants in Camden, N. J., and Indianapolis is provided under a $2,370,000 contract awarded the company by the Navy Department.

The contract calls for the acquisition, construction, and installation of additional plant and equipment and modification of the present facilities at the company's Camden factory. The contract also provides for new land, additional machinery and equipment at RCA's new plant in Indianapolis.

The Navy said that types of radio equipment being manufactured comprise apparatus for battleships, cruisers, destroyers, submarines, and auxiliaries as well as planes.

In announcing the contract RCA said the Navy's procurement program has not interfered with the development and manufacture of radio apparatus for broadcasting home reception, or the usual commercial fields.

RAY LYON, head of the WOR, Newark, recording division, observed his annual Christmas eve custom by erecting loudspeakers in the courtyard of his Manhattan apartment, and putting on an hour concert of Yuletide music for his neighbors.

The Pioneer Voice of Kansas

KFBI WICHITA

5000 WATTS 1050 Kc.

WBOS Antenna Array

LOCATED in an ocean-side salt marsh at Hull, Mass., this directional antenna array is the heart of the newly scheduled regular operation of WBOS, Westinghouse's 50 kw. international station with studios in Boston. The station starts regular service to Latin America Jan. 1, with European service coming later. The rhombic antenna is 700 feet in overall length and is mounted on four 90-foot poles, with a similar but separate antenna system set up for the European operations.

DAVID ROSS, CBS announcer, is celebrating his 12th anniversary with the network. Mr. Ross joined CBS in January, 1929.

IBEW AGREEMENT WITH KRSC SIGNED

THE IBEW in the West has announced at its San Francisco headquarters that a contract has been signed with KRSC, Seattle. The contract provides for wage increases to $210 per month for technicians and $240 per month for the chief engineer, with increased jurisdiction over recordings. Otherwise the agreement remains the same—three weeks vacation with full pay, sick leave, overtime pay and full seniority rights.

IBEW reported it is negotiating with KIDO, Boise, Id., for a union contract for its technical staff. C. P. Hughes, business manager of local B-77, Seattle, has been appointed by IBEW International Representative Roy Smith to act as Coordinator for radio technicians in the State of Washington.

Technicians in Northern and Central California are planning to attend the meeting of the broadcast division of the Northern California Conference of the IBEW at Stockton, Jan. 4. It will be a joint meeting of the Northern and Central Conferences.

Shell Oil Tests Television

SHELL UNION OIL Corp., New York, experimented with television advertising Dec. 27, when, in cooperation with General Electric Co., operator of television station W2XH, Schenectady, it staged a telecast featuring Ted Steele and his orchestra. Feature was purely experimental and no payment for time was made.

Sincere Wishes
for a
Prosperous
1941
FROM THE MAKERS OF
LEHIGH VERTICAL RADIATORS

RADIO DIVISION
LEHIGH STRUCTURAL STEEL CO.
17 BATTERY PLACE, NEW YORK, N. Y.
PLANT AT ALLENTOWN, PA. OFFICES IN PRINCIPAL CITIES

Heatter News Programs Include Three Sponsors

WHEN Zonite Products Corp., New York (Forhan's toothpaste) signed Gabriel Heatter for a Monday evening quarter-hour commentary on a six-station MBS hookup for 52 weeks starting Jan. 6, the commentator was committed to broadcast five nights a week for three sponsors—all handled by Erwin, Wasey & Co., New York.

In addition to the new Monday evening spot on WOR, WGN, WOL, KWK, WHK, WKBW and WREN, Heatter's quarter-hour commentary is sponsored on Wednesdays and Fridays by R. B. Semler Corp., New York (Kreml), on 12 MBS stations, and on Thursday and Saturday evenings by MacFadden Publications, New York (*Liberty* Magazine) on 16 MBS stations. The latter two sponsors recently renewed contracts for another 52 weeks. On Tuesday evenings, Heatter acts as m.c. for *We, the People*, sponsored on CBS by General Foods, New York, for Sanka Coffee through J. Walter Thompson Co., New York.

Mrs. Clara Bixby

MRS. CLARA BIXBY, chief owner of KBIX, Muskogee, Okla., died at her home Dec. 19 after a long illness. Her death followed that of her son Joel by less than a month [BROADCASTING, Dec. 15]. He was the publisher of the *Springfield* (Mo.) *News* and *Leader & Press*. Another son, Edwin, who had also been an executive of the paper, died less than a year ago.

Mullen Reorganizes Promotion Staff Of NBC Under Direction of Ken Dyke

Mr. Dyke

REORGANIZATION of the NBC promotion department, establishing individual promotion managers for the Red and Blue Networks and for national spot and local sales, with a director of promotion who will supervise and coordinate all promotional activities of the company including those at division offices and M & O stations, was announced Dec. 27 by Frank E. Mullen, NBC vice-president and general manager.

Ken R. Dyke, formerly sales promotion manager, has been appointed director of promotion, in which capacity, according to the official announcement, he will "supervise and coordinate the budgeting, planning and production of all promotional activities of the company . . . and will be responsible for the maintenance of proper policy and advertising standards of all NBC promotional work." He will report to the vice-president and general manager.

Other Changes

Charles Brown, recently brought to New York as manager of station promotion from Hollywood, where he had been promotion manager of NBC's western division [BROADCASTING, Oct. 15], has been appointed Red Network promotion manager by Roy C. Witmer, vice-president in charge of Red Network sales, to whom Mr. Brown will report. E. P. H. James, formerly advertising manager of NBC, becomes Blue Network promotion manager by appointment of Edgar Kobak, vice-president in charge of Blue Network sales, to whom he will report. B. J. Hauser, who has been working on Blue Network promotion, will continue as assistant to Mr. James.

W. C. Roux, who has been handling promotion for WEAF and WJZ, key stations of the Red and Blue networks, respectively, in New York, has been appointed national spot and local sales promotion manager by William S. Hedges, vice-president in charge of relations with stations. In his new capacity Mr. Roux will report to James V. McConnell, manager of national spot and local sales. The promotion managers of the network's concert service and the radio-recording department will continue to be directly responsible to their department heads, but their activities will be coordinated by Mr. Dyke.

Morgan to Head Office

Clayland T. Morgan, previously in charge of institutional promotion, reporting to John F. Royal, vice-president in charge of new activities and developments, has been transferred to the president's office as assistant to the president, where he will "assist the president and the vice-president and general manager in such matters as are assigned to him from time to time." Phil Kerby and William Webb, who previously prepared NBC's institutional promotion under Mr. Morgan's supervision, will continue their activities as before, but are now transferred to the promotion department, reporting to Mr. Dyke.

Also reporting to Mr. Dyke under the new setup are H. M. Beville, manager of the research division; J. M. Greene, manager of the circulation division, and Harold Bisson, in charge of promotion production. "All other promotion activities," the announcement concludes, "including those of the press, television, shortwave departments, program and talent sales, public service and guest tours, will continue under their respective department heads. The director of promotion will handle the work of these activities as are not provided for in the departments and will be responsible for the coordination of all others."

IT MADE no difference to Pep Boys, auto accessory chain, when WIP went 100% BMI Dec. 23. Their all-night *Dawn Patrol* goes on as usual, and has just been renewed for a third year. WOL, Washington, also carries an all-*Dawn Patrol* for Pep Boys. Here Adolph Strauss, Pep Boys executive, signs the 1941 WIP contract for 1,794 hours of sponsored record music. Watching (l to r) are Maj. Edward A. Davies, WIP sales vice-president; Mort Lawrence, announcer of the *Patrol*; Thomas Harkins, president of the Harkins Agency, handling the account.

NAB District Sessions Hear Copyright Methods

NAB DISTRICT meetings held during the last month to acquaint broadcasters with the copyright modus operandi when current ASCAP contracts expire, brought together broadcasters in 24 States, the District of Columbia and Puerto Rico, according to the NAB. NAB President Miller, C. E. Arney Jr., his assistant, and Carl Haverlin, BMI public relations director, addressed practically all of the sessions.

Meetings included District 5 in Orlando, Dec. 10; District 1 in Worcester, Mass., Dec. 12; District 4 in Washington, Dec. 13; District 9 in Chicago, Dec. 18; combined Districts 7 and 8 in Detroit, Dec. 19; District 2 in Syracuse, Dec. 20.

APPROXIMATELY 30,000 musical selections available for broadcasting are listed in NBC s new 929-page catalog compiled under the supervision of Thomas Belviso, in charge of NBC's music. Catalog is now being distributed to NBC stations, advertisers and agencies.

Join THESE SMART NATIONAL SPOT SPENDERS WHO REACH THE GREAT
SEATTLE MARKET
VIA
KRSC
THE PACIFIC NORTHWEST'S DOMINANT INDEPENDENT OUTLET
BAB-O
ANACIN
MALTO-MEAL
BAYER ASPIRIN
CARTER'S LITTLE LIVER PILLS
OLD ENGLISH WAX
ROMAN MEAL
DR. LYON'S TOOTH POWDER
AERO-MIST
PHILLIP'S MILK OF MAGNESIA
DANDERINE
KRSC
NOW POWERED AT 1000 WATTS

WRNL
ALWAYS RINGS THE
BELL
IN RICHMOND, VIRGINIA
NBC BLUE • 1000 WATTS

(U.P.)
THE MARK
OF ACCURACY, SPEED
AND INDEPENDENCE IN
WORLD WIDE NEWS
COVERAGE
UNITED PRESS

Series Cancelled By Westinghouse

But ASCAP's Tale of Music Troubles Is Found Phoney

THE ACTION of Westinghouse in cancelling its *Musical Americana* series on NBC-Red with the expiration of its present contract on Jan. 16 has been seized by ASCAP spokesmen as the proof of their prophecies during the past few months that the advertisers whose money supports radio would withdraw that support if they were forbidden the use of ASCAP music.

Their case would be more convincing, however, if the agency in charge of the Westinghouse account had not positively denied that the controversy between the broadcasters and ASCAP had any bearing on the cancellation.

The ASCAP version is that Jessica Dragonette, engaged as guest star on the Westinghouse program of Dec. 26, wanted to sing "Siboney", but that the agency insisted that she do "Practice Makes Perfect". Her refusal, the story goes, stirred up such a row that A. W. Robertson, chairman of the board of the electrical company, decided that a series of such occurences would be more trouble than the program was worth and ordered the cancellation forthwith. The payoff to this story is that if NBC had not moved up its deadline from Dec. 31 to Dec. 23, the row would have been averted and the program renewed.

What Really Happened

The explanation of Fuller & Smith & Ross, Westinghouse agency, is much more prosaic, being simply that the distribution committee of the sponsor, including representatives of its various manufacturing divisions which are each taxed a pro-rata share of the program's cost from their advertising budgets, decided that they would rather spend their money for direct sales advertising in 1941 than continue the institutional program. This decision, the agency states, was made long before the purported rumpus is alleged to have occurred.

Categorically denying the ASCAP story, W. A. Wright, vice-president of the agency, who personally handled the engagement of Miss Dragonette for the program, told BROADCASTING that at the beginning of their conversations he had told her she could not sing "Siboney" on the broadcast because it already included "The Peanut Vendor" and the two numbers were too much alike. He had intended, he said, to ask her to do "Alice Blue Gown", but when she said she had sung "Home, Sweet Home" at a concert recently and received an ovation for it, that number was chosen and was done on the broadcast. The whole matter was settled in a single phone conversation, he said, and there was no argument at all.

BMI writers entertained the Radio Executives Club of New York at its final 1940 luncheon session on Dec. 18, performing some of their own compositions which have already achieved popularity and previewing several new numbers. M. E. Tompkins, BMI's vice-president and general manager, introduced the performers.

Mediation Denied

(*Continued from page 18*)

ASCAP, had been made generally available.

"ASCAP continues its frantic attempts to stampede the public into believing that there will be a dearth of familiar music on the air after Jan. 1 unless radio stations hurriedly sign a contract with ASCAP.

"This is a myth.

"It is hoped that sometime after the turn of the year when the situation returns to emotional normality, we can consider again some arrangement, equitable to all parties, for the use of music by ASCAP composers. For broadcasting wants to use ASCAP music and to pay for it when it is used. Broadcasting also wants to pay others for music when their music is used. But the hundreds of radio stations over the country—large and small—stand firm in their determination to refuse to pay ASCAP for music when no music is used—as ASCAP would now have us do."

The ASCAP Divvy

The statement goes on to analyze the make-up of ASCAP, with its self-perpetuating board and its methods of distributing its income so that about half of the net, after expenses and operating costs are deducted, goes to its publisher members, with the remainder going to the writers for whose "protection" ASCAP claims to function. Citing the sworn testimony of ASCAP's president, Mr. Miller states that in 1938: "97% of the creative artists' share went to about 280 members (selected by the self-perpetuating board of directors) and 3% went to about 825 members. Briefly, then, 137 publishers got 33 cents out of every dollar and 825 creative artists got one cent. That is what ASCAP calls 'protection'."

Another fruitless attempt to mediate the controversy was made by the National Music Council, whose membership includes both the NAB and ASCAP, as well as individual broadcasting companies, associations of composers, publishers, music teachers, musical instrument manufacturers, etc. A meeting of the Council's executive committee was held Dec. 26, but no statement was forthcoming regarding the situation.

PROCTER & GAMBLE, Cincinnati (American Family soap) on Dec. 30 renewed for 52 weeks five-weekly *Gospel Singer* and *Painted Dreams* on WGN, Chicago.

WCBM
BALTIMORE, MARYLAND
Affiliated With The
MUTUAL
Broadcasting System
JOHN ELMER, *President*
GEO. H. ROEDER, *Gen. Mgr.*
National Representatives
THE
FOREMAN COMPANY
247 Park Ave., New York
Wrigley Building, Chicago

NO SUN—NO PAY

WSTP Spots Are Free When Old Sol Is Hidden

WTSP, St. Petersburg, which claims it "Covers Tampa Bay Like the Sunshine", has made a standing provision in its national rate card that it will not charge for national spots on days when the sun fails to shine in its territory.

The *Evening Independent*, also located at St. Petersburg, has had a standing offer with its readers for more than 20 years that it will make no circulation charge on days when the sun fails to shine by press time.

WTSP will use the *Independent's* payoff as its criterion. If the sun comes out after their press time, spot announcements scheduled for that day will be free. The offer will also stand even though the sun fails to shine in St. Petersburg but does shine in Tampa, Sarasota or other parts of WTSP territory.

NBC Cufflinks

TAKING a leaf from the "cufflink club" formed by President Roosevelt among former associates at the Navy Department when he was Assistant Secretary, the NBC station relations staff sent to the trade sterling cufflinks. The links simulate velocity microphones with the NBC letters on each side.

New Morgantown Local, WAJR, Is Dedicated

MORE than 1,000 persons inspected the new WAJR studios when they were formally dedicated Dec. 15, according to C. H. Murphey Jr., general manager. The new Morgantown, W. Va. local was formally dedicated by local and State dignitaries, including U. S. Senator M. M. Neely, who is Governor-elect of West Virginia. Also present were officials of the new Du Pont plant being erected in Morgantown.

John Goerss, program director, arranged an opening day schedule featuring local talent exclusively, with the single exception of a transcribed salute by the Five Keys from WHIS, Bluefield, W. Va., where Murphey was formerly general manager. Operations began Dec. 8 with eight hours of commercial programs the first week.

Craig Stewart, veteran New York radio actor, is the latest addition to the staff. The complete station personnel includes: C. H. Murphey Jr., general manager, formerly with WJLS, Beckley, W. Va.; Jon Goerss, from WSLB, Ogdensburg, N. Y., program director; Ray Spence, from WJLS, Beckley, chief engineer; Ken Wilson, from WSLB, Frank Shaffer, from WCMI, Ashland, Ky., and Craig Stewart, announcers; Horace Atwood and Tom Moore, from WPAR, Parkersburg, W. Va., and Olan Christopher, engineers; James Pryor, from WHIS, Bluefield, and James Flennekin, sales; Charles Stewart, from WHIS, Bluefield, continuity; Miss Clara Mutter, Bluefield, bookkeeper; Miss Elsie Thomas, receptionist.

KMA The Paul Bunyan of the Farm Belt
U.S. MAIL
mailman for 644,000 homes

MAIL! MAIL! MAIL!
During the past year, over ***half a million letters*** were picked up by this giant, friendly personality throughout Iowa, Nebraska, Kansas and Missouri.
Paul's 500,000 letters—practically one from every home he visits — contained over $79,000 cash — more than 400,000 proofs of purchase.
No wonder so many advertisers ask him to tell his friends in these homes about their products. No wonder their sales shoot upwards. These 644,000 buying homes have confidence in—and act on—the recommendations of KMA—The Paul Bunyan of the Farm Belt. Investigate this huge, unexploited market where you are assured a known listening audience. Remember that
LETTERS MEAN LISTENERS
KMA *"The Number One Farm Station In the Number One Farm Market" Representative: Free & Peters* Shenandoah, Iowa

WCAM Hearing

AN INQUIRY into the operation of WCAM, Camden, N. J., municipally-owned station which leases all of its commercially available time to the Mack Radio Sales Co., of Camden, will be made by the FCC at a hearing in Washington, scheduled for Jan. 29. Both WCAP, Asbury Park, N. J., and WTNJ, Trenton, N. J., will participate since they share time with the Camden station on 1280 kc.

One reason for the hearing is purported failure of the stations to reach a mutually satisfactory time-sharing agreement. The FCC will inquire into questions of whether any of the stations have directly or indirectly transferred or disposed of any of their licenses without authority.

WKZO
KALAMAZOO
GRAND RAPIDS
BATTLE CREEK
590 On the dial
1000 Watts
COLUMBIA'S EXCLUSIVE FULL TIME OUTLET FOR WESTERN MICHIGAN
Representative: HOWARD H. WILSON CO.

5000 WATTS
in
BOSTON
WMEX
70 BROOKLINE AVE., BOSTON, MASS.

CBS Plans Latin Hookup

(*Continued from page 18*)

on the amount of retransmission of programs from without the country was lifted so that Chilean stations could become CBS affiliates.

Indication of the attitude of South American governments toward the project, Mr. Paley averred, may be found in the fact that the affiliates in Lima, Peru; La Paz, Bolivia, and Rio de Janeiro, Brazil, are government-owned stations. Asked why these were chosen in lieu of privately operated stations, he said that they were all commercial stations in our sense of the word and that each was the most popular station in its community.

Asked if he thought the competitive network system of the United States should be extended into Latin America as is, or if there should be some form of coordination, possibly under the guidance of the State Department or the Rockefeller commission, among all United States shortwave broadcasters, Mr. Paley stated a definite belief that the freely competitive system would in the long run provide a better service for Latin America, just as this system has given the American public the best program service in the world. There might be some loose form of coordination or cooperation among international broadcast stations, adjusting schedules so that there may be no long dead periods when no one is serving the Latin American public, he said, but beyond that there should be open competition for listeners.

Concerning the shortwave operations of European nations, he stated:

European Activities

"Other countries have been very active in shortwave broadcasting aimed at Latin America. Much of their output is straight propaganda selling the ideologies of certain countries and seeking to discredit the way of life of other nations. The air waves from Europe are full of conflicting news reports as each country broadcasts its own official version of events. This condition has brought a new respect in Latin America for news emanating from the United States.

"Impartial and honest reporting has won the fight with propaganda and the people of Latin America now realize that they must turn to the United States to get honest and impartial news. The American press associaions serving a majority of important papers down there and the news broadcasts going to those nations are now generally considered the most reliable sources of information.

"Unfortunately only a minority of radio listeners throughout Latin America hear shortwave programs. The propaganda ministries of foreign countries recognized this long ago and from time to time have bought time on the local long-wave stations where the big listening audiences are. It is this type of operation that has been most effective for them. The re-transmission of CBS programs will be a regular, not a spasmodic arrangement. All stations that have affiliated with the Latin American network of CBS will have available to them for re-transmission any of the programs broadcast by CBS to Latin America, and they have agreed to carry our programs at least one hour every single day."

Mr. Paley reiterated that the network would not be used for political propaganda of the type that is being disseminated from numerous European transmitters. "We were generally told," he said, "that such propaganda as some European stations send in a steady stream toward South America is defeating its own ends by its very vehemence.

Stations on Network

"What we have in mind is to furnish facilities whereby Latin Americans may learn more about us, our amusements, our educational standards, our way of life and, in turn, convey to our audiences in North America the best that Latin America has to offer. The peoples of the two continents should know each other better and whatever part radio can play in bringing this about should prove of immense value in relationships between the Americas.'

Following are the Latin American stations signing CBS contracts:

Argentina—LR3, Radio Belgrano, Buenos Aires, 50,000 watts on 950 kc. Also shortwave stations CXA14 and CKA8 with 7,500 and 5,000 watts power. Also, in Argentina, Radio Belgrano is arranging CBS transmissions over these members of the Primera Cadena: LT1, Radio del Litoral, Rosario, 20,000 watts on 780 kc.; LV3, Radio Cordoba, Cordoba, 25,000 watts on 620 kc.; LV10, Radio Cuyo, Mendeza, 5,000 watts on 1210 kc.; LU7, Radio Goberal San Martin, Bahia Blanca, 2,500 watts on 1240 kc.; LV1, Radio Graffigna, San Juan, 1,000 watts on 730 kc.; LV12, Radio Aconquija, Tucuman, 5,000 watts on 580 kc.; LV11, Radio del Norte, Santiago del Estero, 1,500 watts on 1170 kc.; LT7, Radio Provincia, Corrientes, 500 watts on 1340 kc.; LV4, Radio San Rafael, San Rafael, 500 watts on 690 kc.

Bolivia—CP5, Radio Illimani, La Paz, 10,000 watts on 1040 kc. Also shortwave station CP4, La Paz, 1,000 watts.

Brazil—PRE8, Radio Nacional, Rio de Janeiro, 22,000 watts on 980 kc.; B9, Radio Record, Sao Paulo, 20,000 watts on 1000 kc.

Chile—CB57, Radio Sociedad Nacional de Agricultura, Santiago, 10,000 watts on 570 kc.; also short wave station CB1180, 1,000 watts; CB90, Radio Sociedad Nacional de Agricultura, Valparaiso, 1,250 watts on 900 kc.

Colombia—HJCS, Radio Continental, Bogota, 50,000 watts on 920 kc.; HJ5EAB, La Vos del Valle, Cali, 300 watts on 1150 kc.; HJ4DAK, La Voz de Antiquia, Medellin, 750 watts on 1250 kc.; also shortwave station HJDE, 1,000 watts; HJ6FAD, Radio Manizales, Manizales, 480 watts on 1390 kc.; HJ1ABH, Emisora Atlantico, Barranquilla, 500 watts on 1080 kc.; also shortwave station HJAG, 1,000 watts.

Costa Rica—TIPG, Costa Rica Radio & Broadcasting Co., San Jose, 4,000 watts on 625 kc.; also short wave station TIGA, 2,000 watts.

Cuban Network Linked

Cuba—CMCY, Radio Habana, Havana, 20,000 watts on 590 kc.; also shortwave station COCI, 1.000 watts; also these affiliates of the Cadena Azul—Blue Network—the only Cuban network connected by high grade telephone wires, as in the United States: CMHI, Radio Habana, Santa Clara, 10,000 watts on 830 kc.; also shortwave station WOHI, 5,000 watts; CMJN, Radio Habana, Camaguey, 1,000 watts on 610 kc.; CMKV, Radio Habana, Holguin, 1,000 watts on 570 kc.; CMKH, Radio Habana, Santiago, 1,000 watts on 640 kc.

Dominican Republic—HIZ, Ciudad Trujillo, 250 watts on 1350 kc.; also shortwave station HIZ, 500 watts.

Ecuador—HC2AJ, Radiodifusora del Ecuador, Guayaquil, 2,500 watts on 1050 kc.; also shortwave station HC2AK, 1,000 watts; HCQR, Radio Quito, 250 watts on 1330 kc.; also shortwave station HCQRX, 250 watts.

El Salvador—YSP, The Voice of Cuscutlam, San Salvador, 300 watts on 780 kc.; also shortwave stations YSP-B and YSP-A operating with 300 watts power each.

Guatemala—TGW, La Radiodifusora de Guatemala, Guatemala City, 5,000 watts on 1520 kc.; also shortwave stations TGWA, with 10,000 watts; TGWB, with 1,000 watts; TGWC, with 1,000 watts.

Mexico — XEQ, Radio Pan Americana, S. A., Mexico City, 50,000 watts on 730 kc.; also shortwave station XEQQ, 10,000 watts.

Nicaragua — YNOW, Voice of Central America, Managua, 750 watts.

Panama—DOC, Radio Star and Herald, Panama City, 500 watts on 1400 kc.; also shortwave station HP5A, 2,000 watts.

Paraguay—ZP5, Radio Paraguay, Asuncion, 100 watts on 1385 kc.

Perù—OAX4A, Radio Nacional, Lima, 12,000 watts on 854 kc.; also shortwave stations OAX4Z, 15,000 watts, OAX4T, 15,000 watts; OAX6C, Radio Continental, Arequipa, 350 watts on 1370 kc.; also shortwave stations OAX6D, 350 watts; OAX6E, 1,000 watts.

Uruguay—CX16, Radio Carve, Montevideo, 10,000 watts on 850 kc.; CX24, Radio La Voz del Aire, Montevideo, 5,000 watts on 1010 kc.

Venezuela—YV5RG, Emisoras Unidas, Caracas, 1,000 watts on 1010 kc.; also shortwave station YV5RU, 5,000 watts.

THREE WEDDINGS in a single week is high score at WMAZ, Macon, Ga. The station's trio of benedicts, who advanced to the altar on successive days recently, include (l to r) Arthur Little, WMAZ's *Hollywood Reporter*, who grew the full beard for a part in a Little Theatre production; Announcer John Hogan, who came to WMAZ from Portland, Me.; Engineer Charles Rayburn, recently of Kansas City.

Studio Notes

EMPLOYES OF WOR, Newark, subject to draft or those who enlist in the armed forces will receive a financial differentiation between their civil and military salary depending on their length of service with the station. Those who have been with the station a year or longer will get the difference between their salaries at the time of leaving and the pay they will receive for military service for a period of three months. Those who have been with the station less than a year will get the difference between their military pay and their civilian pay check for one month.

WLB, Minneapolis, operated by the U of Minnesota, has published a bulletin on its *Minnesota School of the Air*, covering the first 1940-41 semester. The *School of the Air* series includes 10 separate program groups. Organized in September, 1938, and with about 50,000 classroom listeners weekly last year, the program has been enlarged and expanded through cooperation with the North Central Broadcasting System. Under the new setup, the WLB programs will be carried also on 10 other stations—KWNO, Winona; KATE, Albert Lea; KGDE, Fergus Falls; KVOX, Moorhead; KRMC, Jamestown; KDLR, Devils Lake; KGCU, Mandan; KLPM, Minot; KABR, Aberdeen; WDSM, Superior.

WCAU, Philadelphia, on Dec. 21 started an educational series on advertising fundamentals and vocational possibilities for women in the advertising field, produced under auspices of the Philadelphia Club of Advertising Women. Programs are supervised by Ruth E. Clair, radio director of the club, and Harry Marble, WCAU assistant program director.

WJAS, Pittsburgh, on Dec. 15 carried its regular full-hour broadcast of the fifth annual All-Twin Amateur Party, sponsored by the local Wilkens jewelry stores. The special program, annual highlight of the weekly *Wilkens Amateur Hour* on the station, drew an audience of 325 pairs of twins and nine sets of triplets. Brian MacDonald, m.c. of the Sunday series, presented 14 sets of twins as performers on the program.

GENERAL MANAGER Franklin M. Doolittle of WDRC, Hartford, has announced that all regular employes of the station who have been employed more than a year received a Christmas bonus of two weeks' pay.

WWL, New Orleans, presented its 50 employes a week's pay as a Christmas bonus. All employes on the payroll, regardless of length of service, received a bonus.

Akron's only NBC Outlet

WAKR
AKRON
BASIC
N•B•C BLUE
1000 WATTS DAY & NIGHT

REPRESENTED BY INTERNATIONAL RADIO SALES

Duke at Miami

WIOD, Miami, presented the Duke of Windsor for the first time on an American station. Noah Tyler, WIOD announcer, had been describing events just before the *Southern Cross* sailed for the return trip to Nassau, when the Duke walked up to the microphone. He was accompanied by Frank Malone, assistant managing editor of the *Miami Daily News*, who introduced the royal speaker.

WCOA, Pensacola, Fla., more than doubled its national spot business in 1940 over 1939, according to Irving Welch, WCOA manager. By the end of December, according to Manager Welch, the total national spot and local business increased 64.6% during 1940, national spot jumping 106% over 1939 and local business rising 59.4%. The increase is attributed to the business growth in Pensacola resulting from expansion of the U. S. Naval Air Training Station and affiliation with NBC during the year.

RUTH WELCH, who formerly wrote "The Woman Who Sees" column for the *New York Sun*, is now writing continuity and assisting in the production of the *Friendship Bridge* programs in addition to her duties as WNYC's feminine "Around New York" reporter. *Friendship Bridge* programs are short-waved to England by WRUL, Boston, through WMCA and are designed to strengthen British morale through contact with parents whose children are in the U. S. for the duration of the war.

WBTM, Danville, Va., at a Christmas banquet for staff members and their families distributed to all employes small globe banks containing the annual cash bonus.

EMPLOYES of WGAR, Cleveland, received a 15% bonus at the station's annual Christmas party Dec. 22. Manager John Patt said the larger bonus had been voted by the board of directors because of the improved business conditions during 1940. WGAR employes received a five percent bonus in July making a total of 20% for the year.

KGVO, Missoula, Mont., has completed plans with the editorial staff of *The Kônah*, prize-winning publication of Missoula County High School, for a weekly radio edition of the school paper. The paper's editor-in-chief will act as m.c. of the program, with students handling their various columns on each broadcast.

WSYR, Syracuse, N. Y., on Dec. 6 observed the third anniversary of its *Juvenile Newspaper of the Air* with a special broadcast. The program featured appearances by civic and club leaders who cooperate in scheduling the young radio editors and reporters handling the program content, along with Harrison Danford, president of the sponsoring Best Ice Cream Co. The feature is supervised by Ray Servatius, WSYR continuity chief, who also operates a radio news editing school for the kids.

WING, Dayton, O., during the Christmas holidays presented its employes with bonuses running up to 7½% of salary, based on length of service.

KFRO, Longview, Tex., distributed a cash Christmas bonus to its staff. The bonus is set on a base of one year's service with the station, with an additional 1% per year for all employes who have been with the station more than a year.

KFI-KECA, Los Angeles, and Musicians Mutual Protective Assn., Local 47, AFM, that city, in December negotiated a new 50-week contract for staff orchestra members. Under the agreement, salary is increased by $7.50 per week for each man. KFI-KECA employs a staff orchestra of 14, including Claude Sweeten, musical director. At request of staff members, the new pact was cut down from 52 weeks, so as to allow each man a two-week vacation. Prior to signing the agreement, the orchestra was employed on a nine-months basis only.

WLWO, Crosley international shortwave outlet in Cincinnati, on Dec. 30 broadcast New Year's greetings of Toledo industries and the Chamber of Commerce from the annual Salesmen's Dinner, sponsored each year by the Toledo Chamber of Commerce. Leaders of Toledo industry broadcast good wishes to sales representatives all over the world. During the broadcast the greetings were acknowledged by cablegrams from salesmen in various parts of the world. WLW, Cincinnati, also carried 15 minutes of the banquet.

KDKA, Pittsburgh, on Dec. 19 installed microphones at the East Pittsburgh plant of Westinghouse E. & M. Co. and carried a description of national defense manufacturing in the midst of whirring wheels, hammers and lathes. With microphones in the factory aisles, KDKA interviewed plant officials and workmen, who described various national defense manufactures.

KMOX, St. Louis, observed its 15th anniversary Christmas Eve with special broadcast ceremonies. The station, CBS affiliate in St. Louis, went on the air for the first time Christmas Eve, 1925. The KMOX call letters were contributed thus to Harry LaMertha, radio editor of the *St. Louis Globe-Democrat*, according to General Manager Merle S. Jones: K, denoting a station West of the Mississippi; MO, abbreviation for Missouri; X, for Christmas.

WHBF, Rock Island, Ill. gave a Christmas bonus of a week's salary to all employes who had been with the station over a year and a half week's pay to those who joined the staff during 1940.

KRKD, Los Angeles, for the fourth consecutive year, dispensed with all commercial programs and spot announcements on Dec. 25 to broadcast a day-long show of recorded Christmas music from 6 a.m. until leaving the air at 8 p.m.

TALENT of WOWO, Fort Wayne, is being used by the International Harvester Co. for its road shows this winter. Featured are Bob Shreve, The Blackhawk Valley Boys, and Helen and Jeane, the Harmonettes.

STAFF members of WHBL, Sheboygan, Wis., and its affiliated *Sheboygan Press*, have presented Charles E. Broughton, president and editor of the station and newspaper, with an oil painting of himself done from photographs and personal observations. Presentation was made at a banquet in his honor.

THE premiere performance of a new patriotic composition, "Wake Up America," written by George Rogers and Kenny Knott of the WLW-WSAI music department, featured the annual Christmas party of the Cincinnati Ad Club at the Hotel Gibson, Dec. 18. WLW-WSAI furnished entertainment.

FOR THE THIRD consecutive year, WCBS, Springfield, Ill., has been given exclusive rights to broadcast the concerts of the Springfield civic orchestra. Larry Kramp, staff announcer and continuity writer, has been assigned to the program.

CKLW, Windsor, Ont., gave a Christmas party to its staff of 50 employes Dec. 23 at the Lakewood Golf and Country Club, Windsor.

WHEN Washington's newest station, WINX, went on the air in December, WJSV, local CBS station, extended a greeting. WJSV engineers made a recording of the new station's opening program which was played back over the CBS station along with a musical salute to WINX. The transcription was presented to Reggie Martin, general manager of WINX.

THIRTY employes of KARK, Little Rock, received New Year bonuses amounting to 10% of one year's salary, all employes getting the same scale regardless of length of employment.

WMAQ, Chicago, in its series of three all-night broadcasts for the *Chicago Daily News* Neediest Family Fund collected $3,870.64. In the three years since WMAQ radio parties have been held in behalf of this cause a total of $13,144.70 has been contributed by listeners.

KTSA, San Antonio, Tex., during the staff's annual Christmas party presented employes with bonuses equivalent to two weeks' salary.

SAMUEL R. ROSENBAUM, president of WFIL, Philadelphia, on Dec. 21 presented $20 Christmas checks to all permanent station employes. At the staff party in the studios, General Manager Roger W. Clipp received a desk set and clock from station employes.

WJBK, Detroit, distributed $3,000 in Christmas bonuses to its 62 employes, with payments based on length of employment.

EFFECTIVE Dec. 21, WOR began closing its offices on Saturday mornings, abandoning its former practice of keeping a skeleton office staff on Saturday mornings.

JOEL STOVALL, musical arranger of KMOX, St. Louis, is the author of a song, "Two-Fingered Fantasy", which is to be published soon by Broadcast Music Inc.

IT'S WBIG!

The MAGIC CIRCLE

More people make more products, earn more wages, and get more for their crops in WBIG's Magic Circle of fifty miles, than any other like area in the southeast.

Columbia Broadcasting System affiliate.

GREENSBORO N.C.

EDNEY RIDGE DIRECTOR

WBIG
GREENSBORO, N.C.
GEO. P. HOLLINGBERY · CO., NAT. REP.

Serutan Will Add

SERUTAN Co., Jersey City, is planning to add stations after the first of the year to the *Victor Lindlahr* program, a half-hour transcribed personality program. Program, which will be handled and produced by Ruthrauff & Ryan, New York, will continue to advertise Serutan health food and *Journal of Living*, popularizing nutritional facts as they relate to the health of the nation and national defense. All of Serutan Co. radio, with the exception of the Victor Lindlahr program, is being handled by Raymond Spector & Co., New York. The company is retaining its news and locality personality programs on 20 stations, and expects to add 10 more after the first of the year, through Raymond Spector & Co.

For Sale (Continued)

R.C.A. Beat Frequency Oscillator—type TMV-52-E. A bargain. Box 121, BROADCASTING.

A Nearly New Modern 250 Watt Station—having 211 million dollar retail sales area. Box 113, BROADCASTING.

For Sale—296 foot narrow base self-supporting galvanized Blaw-Knox towers with insulators. WAPO Broadcasting Service, Chattanooga, Tennessee.

Composite 250 W Transmitter, 150 Blaw-Knox type tower, modulation monitor, frequency monitor & deviation meter. WTSP, St. Petersburg, Florida.

MBS Program Managers Meet

PROGRAM managers of key MBS stations will meet at the Ambassador Hotel New York, Jan. 7-8, for a discussion of program plans and policies for the coming year.

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
Dedicated to the
SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

There is no substitute for experience
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JOHN BARRON
Consulting Radio Engineer
Specializing in Broadcast and
Allocation Engineering
Earle Building, Washington, D. C.
Telephone NAtional 7757

HECTOR R. SKIFTER
Consulting Radio Engineer
FIELD INTENSITY SURVEYS
STATION LOCATION SURVEYS
CUSTOM BUILT EQUIPMENT
SAINT PAUL, MINNESOTA

CLIFFORD YEWDALL
Empire State Bldg.
NEW YORK CITY
An Accounting Service
Particularly Adapted to Radio

Radio Engineering Consultants
Frequency Monitoring
Commercial Radio Equip. Co.
7134 Main Street, Kansas City, Mo.
Branch office, Crossroads of the World
Hollywood, Cal.

APPLEBY, Inc.
Radio Consultants & Engineers
Munsey Bldg. Republic 5452
WASHINGTON, D. C.
FCC Applications (Broadcast, FM
& Television) Prepared & Filed

McNARY & CHAMBERS
Radio Engineers
National Press Bldg. Nat. 4048
Washington, D. C.

PAUL F. GODLEY
Consulting Radio Engineer
Phone: Montclair (N. J.) 2-7859

PAGE & DAVIS
Consulting Radio Engineers
Munsey Bldg. District 8456
Washington, D. C.

A. EARL CULLUM, JR.
Consulting Radio Engineer
Highland Park Village
Dallas, Texas

Frequency Measuring
Service
EXACT MEASUREMENTS
ANY HOUR—ANY DAY
R.C.A. Communications, Inc.
66 Broad St., New York, N. Y.

RWM
RAYMOND M. WILMOTTE
Consulting Radio Engineer
Broadcast Engineering
Special Equipment Designing
Bowen Bldg. • WASH., D. C. • NA. 6718

Advertise in
BROADCASTING
for Results!

CLASSIFIED *Advertisements*

Help Wanted and Situations Wanted, 7c per word. All other classifications, 12c per word. Bold face listings, double. BOLD FACE CAPS, triple. Minimum charge $1.00. Payable in advance. Count three words for box address. Forms close 10th and 25th of month preceding issues.

Help Wanted

Trans-Radio Press Operator—state qualification. Address Box 119, BROADCASTING.

Experienced Transradio Press Operator—with radiotelephone first class license. Box 116, BROADCASTING.

Combination Engineer - Announcer — give age, qualifications, references and salary expected. Box 127, BROADCASTING.

Announcers, Writers, Salesmen, Operators, Directors—investigate our national placement service. Central Registry, Orpheum Bldg., Wichita, Kansas.

Experienced Salesman—for local sales. Five thousand watt CBS affiliate. Population thirty thousand. Give references and complete details. Box 126, BROADCASTING.

Announcer—who can write copy to work in midwest CBS 1000 watt station. Only applicants who can furnish audition records will be considered. Box 112, BROADCASTING.

Experienced Announcer—for a 5000 watt, soon to be a chain outlet station. Give full particulars of experience and references in first letter. Address Box 118, BROADCASTING.

Experienced Announcer-Continuity Writer—must be able to take complete charge of Continuity Department. Give age, qualifications, references and salary expected. Box 125, BROADCASTING.

Program Director-Announcer—five thousand watt CBS affiliate. Give age, qualifications, references and salary expected. Box 124, BROADCASTING.

Salesmen—a real opportunity for a producer. An independent station in a midwest city of over a million population. Give complete facts concerning yourself in answering. Box 114, BROADCASTING.

Program Director—for well established Regional station in fine southern city. Desire man with ideas, experience and above all character and executive ability in handling men and department. Box 110, BROADCASTING.

Register With Recognized Employment Bureau—we need salesmen, transradio press operators, combination announcer-operators, others except talent. National Radio Employment Bureau, Box 864, Denver, Colorado.

Salesman—capable handling all types accounts. Opportunity right man. State qualifications, experience, starting salary required. KTRI, Sioux City, Iowa.

Salesman—to work on Account Executive Plan. Salary and commissions. Program, continuity, and announcing experience essential. Kansas City's favorite local station. Give complete details in writing. KCKN, Kansas City, Kansas.

Announcer-Copy Writer—experienced. Write airmail in detail stating all positions held, dates, stations, duties performed, salary in each position, references. Enclose photo. Advise when available. Express voice transcription showing various capabilities. KLO, Ogden, Utah.

Aggressive, Experienced Sales Manager—to assume full charge of sales, promotion and merchandising of 5 KW Western network affiliate. Must be stable with excellent personal and business producing record, good salesman personally and able direct other salesmen. Write airmail detailed information all past positions, dates, earnings, references, when available. Enclose picture. Box 131, BROADCASTING.

Situations Wanted

Operator—3 years both control and transmitter experience. Now employed at 5 kw midwest station. References and photo on request. Box 130, BROADCASTING.

Situations Wanted (Continued)

Announcer—sports and special events. Expert play by play all sports. Give years experience. Box 128, BROADCASTING.

Control Room-Transmitter Engineer—desires change. Now employed. $30 weekly. Box 111, BROADCASTING.

Station Manager or Commercial Manager thoroughly familiar with all phases of successful station operation. Business go-getter. Best references. Box 122, BROADCASTING.

Veteran Continuity - Announcer — desires progressive market affiliation, east or far west preferred. Experienced in news-sports-special events. Box 120, BROADCASTING.

Announcer-Writer, Contact-Man and Executive—excellent, dignified voice. Can edit and act one-man daily comic. Send for transcription; reasonable salary; college educated. Box 129, BROADCASTING.

Former Network Script Writer-Production Man—present head of continuity in prominent station, desires change. Forceful copy, original ideas. Newspaper background. Married. Desire permanent connection with progressive station or agency. Box 123, BROADCASTING.

Production - Programming — young. Four years with big midwest metropolitan agency as assistant radio director. Personally handled large volume of every type program. Thoroughly experienced. Seek connections with station or radio director smaller sized agency. Reasonable salary. Excellent references. Box 117, BROADCASTING.

OPERATOR-ANNOUNCERS AVAILABLE—experienced graduates in Broadcasting, Television, Frequency Modulation, and Commercial Stations now available. Able to work anywhere. Have successful men in leading stations in all sections of country. List furnished upon request. Contact Graduate Relations Dept., National Schools, 4000 South Figueroa, Los Angeles, California.

PUBLIC RELATIONS EXECUTIVE—pioneer in radio industry, promotion and exploitation, *internationally;* originated many leading radio events and merchandising programs; former city, state, Federal official; propaganda director, U.S.A., in several foreign countries; director national political, industrial, and economic campaigns. Thoroughly conversant with what Main Street wants to know. Ideas for constructive, dignified advancement of projects, causes, institutions, personalities. Familiar with all branches of broadcasting. Available immediately for responsibile post requiring creative capacity, preferably on permanent basis, wherein knowledge of public and ways of *arousing action* desirable and necessary. Eric Palmer, Suite 605, 250 Park Avenue, New York City.

WANTED—greater opportunity. This man made one new station pay profits from the first week, now freelancing in town of 15,000. Successful time salesman; writes entertaining scripts; creates, produces and emcees programs; has created and sold many profitable "group-sponsored" programs; can handle local talent, training and booking units for publicity and profit. Experienced advertising and publicity man. Enthusiastic worker, mature in judgment, young in spirit. Can handle practically any radio job except engineering, music, sports. Wants greater opportunity to make money for employer and self. Married. Reasonable salary wtih bonus or commission preferred. Write Box 115, BROADCASTING.

For Sale

Auxiliary Transmitter—250 W. composite transmitter with RCA type OA-1-A oscillator unit. Perfect condition. Price for quick sale $400. WDAS, Philadelphia.

LATE *Personal* NOTES

JOHN BATES, former free lance producer and commercial program director of WOR, Newark, has joined the staff of Ruthrauff & Ryan, New York, where he will handle the Noxzema *Quiz of Two Cities*, currently broadcast on ten stations. WBEN-WHEC, in the Buffalo-Rochester market, and WGAR-WJR in the Cleveland-Detroit area will be added on Jan. 5, making a total of 14 stations carrying the programs.

NEAL WEED, Chicago manager of Weed & Co., national representative firm, underwent an appendectomy on Dec. 21. He will return to his desk early in January.

CEDRIC FOSTER, manager of WTHT, Hartford, an ex-newspaperman, on Dec. 30 became a regular 2-2:15 p.m. news commentator on MBS, five days weekly.

HOLLIS S. BAIRD, for six years chief engineer of World Wide Broadcasting Corp., Boston, operating international shortwave stations WRUL and WRUW, on Dec. 15 joined General Television Corp., Boston, as vice-president in charge of engineering. The company operates television station W1XG, which has operated an experimental visual broadcast schedule since May, with a 10-hour weekly schedule at present.

F. WILLARD BUTLER, in charge of NBC local sales traffic department has been appointed salesman in the spot and local sales department. On Christmas Day, Mr. Butler and Dorothy Michel, secretary to B. F. McClancy, manager of the traffic department, announced their engagement.

FREDERICK ARKUS, formerly in charge of Masterworks promotion at the Columbia Recording Corp., Bridgeport, has resigned to become New York editor of *Click* Magazine.

JACK THOMPSON, formerly with Edward Petry & Co., New York, and United Airlines, has joined the staff of McCann-Erickson, New York, as assistant to Robert Tannehill, time buyer.

WILLIAM SHIRER, CBS Berlin correspondent, returned to New York Dec. 23 on the *S.S. Excambion*.

ARRY BROWN and John Hilligus, engineers of WSB, Atlanta, are fathers of baby girls born during the holiday season.

NILA MACK, director of children's broadcasts for CBS, was severely burned Dec. 23 when Christmas package wrappings she had thrown into an open fire in her apartment flared out and her dress caught fire. She is recuperating at the Medical Arts Hospital in New York and is expected back at CBS in the near future.

SIDNEY ASP, formerly with George Bijur, Inc., New York, and Ruthrauff & Ryan, New York, has been appointed production manager of the sales promotion department of Columbia Recording Corp., Bridgeport, Conn.

ROSTER SURVEYS

By a roster survey of your city we can show you exact standing of each competing station and every program broadcast during one week.

THE HOOPER-HOLMES BUREAU, INC.
102 MAIDEN LANE, NEW YORK

GEORGE R. DUNHAM Jr., formerly sales promotion manager of WEEI, Boston, has been appointed director of sales promotion for CBS owned and operated stations, succeeding Jerry Sill who has been transferred to the network's station relations department to act as promotion counsellor for the CBS affiliates [BROADCASTING, Dec. 15]. Harlow George, of the WEEI production department, has been transferred to the general service division of the station, and Ruth Pevear has been added to the staff to fill the vacancy. Arthur Robinson has been shifted from general service to the library staff.

WILLIAM R. P. NEEL, night manager of NBC's New York press department, has been appointed manager of the network's press staff in Washington, succeeding Phebe Gale, who has resigned following her marriage to Frank Russell, NBC vice-president in Washington. William C. Norris, formerly trade news editor, replaces Neel on the night shift. Charles Pekor, in charge of publicity on commercial programs, will temporarily take over trade news as well, pending a new appointment to this post.

JOEL M. NICHOLS Jr., formerly vice-president and director of the Federal Adv. Agency, New York, has resigned to join the new Eastern Office of Hixson-O'Donnell. Nichols will handle the Sinclair and Richfield oil accounts for the agency.

JEANNIE CAMPBELL, in charge of copyrights for MBS, collapsed at her desk Dec. 27 and is in Boulevard Hospital for a throat operation. Doctors blamed the collapse on overwork which was an outgrowth of the BMI-ASCAP situation. Dr. Jacob Coppersmith, head of the WOR music library, has taken over her duties.

ROBERT M. SCHOOLE on Jan. 1 resigned as sales manager of WQXR, New York. He did not announce plans. His duties have been absorbed by Hugh K. Boice, sales vice-president.

HERBERT ERVIN and Robert Booth, engineers of WLW-WSAI, Cincinnati, both members of the Naval Reserve, have been called to active service. Jay Fix, WSAI announcer, also is scheduled for induction Jan. 20 under selective service for military training.

S. F. WOODELL, advertising manager of the Packard Motor Export Corp. for the last 10 years, joins the sales staff of NBC International Division Jan. 15.

JOSEPH F. SPALDING on Jan. 2 joins the New York office of Free & Peters Inc., national station representatives, leaving the post of Eastern manager of *Holland's* Magazine and *Farm & Ranch*, with which he has been associated for 16 years.

JACK M. CAHILL, formerly captain of the WBBM-CBS, Chicago, page boy staff, on Dec. 27 was named assistant to Phil Bowman, production supervisor of the Chicago outlet. Cahill's successor to the page staff will be named early in January.

HAL TATE, one-time Chicago representative of BROADCASTING and now central editor of *Boxoffice* Magazine, on Dec. 27 married Nikki Kaye, of Baltimore, formerly associated with WBAL, that city, and more recently with a Baltimore advertising agency.

W. J. McEDWARDS, member of the NBC sales department, Chicago, is the father of a girl born Dec. 25.

IRENE KUHN, foreign correspondent and author, has joined NBC's press division in New York to handle special assignments.

Radio's Mayor

NEW mayor of Olympia, Wash., just elected, is Truman Trullinger, vice-president of KGY, the city's Don Lee-MBS outlet. He won the election over the incumbent, David Gammell. Control of KGY recently was purchased by Tom Olsen, manager, from the Louis Wasner interests.

Harrington a V-P

THOMAS HARRINGTON, director of radio for Young & Rubicam, New York, will become a vice-president of the agency, effective Jan. 1, as announced by Raymond Rubicam, chairman. At the same time the following executives become stockholders of the company: Bryan Houston, vice-president and contact supervisor; John Van Horson, manager, merchandising department; T. S. Reppelier, copy supervisor; Thomas Harrington, director of radio; Thomas Lewis, manager, radio department; Hubbell Robinson, supervisor of radio talent; Joseph Moran, supervisor, radio commercials.

Mr. Harrington

Harvey Succeeds Bohn

JOHN HARVEY, for the last two years on the sales staff of KMOX, St. Louis, has been named CBS Radio Sales representative in St. Louis, replacing the late John W. Bohn, who died recently. Rollie Williams, head of the KMOX production department, has been shifted to the sales department, replacing Eddie Goldsmith, who has joined the Missouri National Guard. James Douglass succeeds him as production chief, and J. Soulard Johnson, promotion director, has been named sales service manager. Paul and Louis Shumate and Arthur Utt have joined the KMOX production staff.

BRAD SMITH, news editor of KRGV, Wesilaco, Tex., has been awarded first prize in the news photo division of the Folmer Graflex Corp. $1,500 picture contest. The picture titled "Extreme Unction", which was syndicated throughout the United States, showed the scene of the worst grade crossing disaster in Texas history—29 persons being killed. The station was instrumental in raising $800 for the relief of dependents of victims.

LANG-WORTH
planned programs

LARGEST
PUBLIC DOMAIN
RECORDED LIBRARY
in the WORLD

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LANG-WORTH
FEATURE PROGRAMS
420 Madison Ave.
New York

BALLIETT ELECTED MORSE PRESIDENT

CARL J. BALLIETT, for eight years vice-president and manager of Morse International Inc., New York, has been elected president, by the board of directors. The board also announced that new quarters have been leased on the 12th floor of the Chanin Bldg., 122 E. 42d St., to be occupied about Jan. 1.

Mr. Balliett

Shaw Newton, copy chief and formerly secretary-treasurer, succeeds Mr. Balliett as vice-president; J. P. Sawyer, art director, becomes secretary-treasurer, and Edward P. Anderson, chief of export copy, continues as vice-president. Richard Nicholls remains as radio director and R. M. Dubois as assistant radio director and timebuyer.

Before joining Morse International in 1932, Mr. Balliett had been managing partner in E. P. Remington Adv. Agency, now Addison-Vars Inc., of Buffalo, and had organized his own agency, Carl J. Balliett Inc.

Crosley in Washington

THE Crosley Corp. has opened a Washington office in the Munsey Bldg. to handle its business with the Federal Government, it is announced by R. C. Cosgrove, vice-president and general manager, manufacturing division. Quinton Adams, who managed the Crosley Corp. building and exhibit at the New York World's Fair, has been placed in charge of the new office.

Where
BROADCASTERS
MEET
THE MAYFLOWER
in the
CAPITAL

DAILY transcriptions on the register of Washington's Finest Hotel heralds the arrival of the nation's leading broadcasters. They like the convenient location of this famous hostelry to N.A.B. Headquarters and the completeness of its modern services. Rates are no higher than at less finely appointed hotels.

SINGLE ROOMS FROM $4
DOUBLE ROOMS FROM $6
All with Bath, of course

The
MAYFLOWER
WASHINGTON, D. C.
R. L. Pollio, Manager

NEW BROADCAST STATIONS AUTHORIZED BY FCC DURING 1940

Total: 77

**Asterisk denotes station was on the air as of January 1, 1941*
† Dagger denotes call letters not yet assigned.

ALABAMA

*WJHO, Opelika—Licensed to Opelika-Auburn Broadcasting Co.; partnership of Thomas D. Samford Jr., attorney; Yetta G. Samford, insurance man; J. H. Orr, auto dealer; C. S. Shealy, cotton broker. Granted Jan. 10; 100 watts night and 250 day on 1370 kc.

ARIZONA

*KPHO, Phoenix—Licensed to M. C. Reese, president, Mutual Benefit Society of Phoenix. Granted Jan. 25; 250 watts on 1200 kc.

CALIFORNIA

*KMYC, Marysville—Licensed to Marysville-Yuba City Broadcasters, Inc.; Horace E. Thomas, publisher of *Marysville & Yuba City Appeal-Democrat*, president, 50% stockholder; Hugh McClung, president of the *Merced Sun-Star*, treasurer, 49.5%; Peter McClung, sercretary of the *Merced Sun-Star*, vice-president, .5%. Granted Jan. 18; 100 watts on 1420 kc.

KFMB, San Diego—CP issued to Worcester Broadcasting Corp.; Warren B. Worcester, engineer, president, 75% stockholder; Mrs. Warren B. Worcester, vice-president, .01%; Glenn H. Munklett, attorney, secretary-treasurer, .01%; 24.98% of stock still unissued. Granted Nov. 27; 250 watts on 1420 kc.

CONNECTICUT

WNAB, Bridgeport—CP issued to Harold Thomas, owner and operator of WATR, Waterbury, Conn., and WBRK, Pittsfield, Mass. Granted July 19; 250 watts on 1420 kc.

DISTRICT OF COLUMBIA

*WINX, Washington—Licensed to Lawrence J. Heller, attorney. Granted Feb. 13; 250 watts on 1310 kc.

WWDC, Washington—CP issued to Capital Broadcasting Co.; Stanley Horner, local auto dealer and realtor, president, 40% stockholder; Dyke Cullum, Washington representative of National Automobile Dealers Assn., vice-president, 40%; Edwin M. Spence, managing director of the National Independent Broadcasters Assn., secretary-treasurer, 20%. Granted Oct. 29; 250 watts on 1420 kc.

FLORIDA

WPER, De Land—CP issued to the Tropical Broacasting Co.; Carl E. Raymond, dean of the Law College, Stetson U, president, 12½% stockholder; V. M. Fountain, clothing merchant, vice-president, 12¼%; W. H. Acree, local Ford dealer, secretary-treasurer, 12½%; G. M. Peek, architect, 12½%; Charles K. Tribble, physician, 12½%; E. K. Jones, building contractor, 12½%; R. B. Lipcombe, bank cashier, 12¼%; J. Phil Wahle, local retailer, 12%. Granted Nov. 26; 250 watts on 1310 kc.

*WLOF, Orlando—Licensed to Hazelwood Inc.; George B. Hills, civil engineer, secretary-treasurer, 69 shares; George A. Hazelwood, Jacksonville, president, 21 shares; Wm. Joe Sears, Jacksonville, vice-president, 10 shares. Granted Feb. 20; 250 watts on 1200 kc.

WKGA, Tampa—CP issued to The Tribune Co.; John Stewart Bryan, publisher of the *News-Leader Co.*, of Richmond, owners of WRNL; director of the *Chicago Times* and Southern R. R., chairman of the board, 44.48% stockholder; S. E. Thomason, publisher of *Chicago Times* and director of *Tampa Tribune*, president and treasurer, 43.232%; J. S. Mims, publisher of the *Tampa Tribune*, vice president and secretary, 1.6%; George O. Webb, Tampa, assistant secretary, .288%. Granted Aug. 27; 1,000 watts night and 5,000 watts day on 940 kc. [Grant made conditional upon Tribune Co. divesting itself of present interest in WFLA, Tampa.]

GEORGIA

WALB, Albany—CP issued to Herald Publishing Co., publisher of the *Albany Herald;* H. T. McIntosh, president. Granted June 25; 1,000 watts on 1530 kc.

*WGAC, Augusta — Licensed to Twin States Bcstg. Co.; F. Frederick Kennedy, lawyer and local tool manufacturer, president, 33⅓% stockholder; Glenn R. Boswell, publisher of *Augusta Herald*, secretary-treasurer, 33⅓%; Millwee Owens, editor of the same newspaper, vice-president, 33⅓%. Granted July 25; 250 watts on 1210 kc.

WMWH, Augusta—CP issued to W. Montgomery Harison, local realtor. Granted Aug. 27; 250 watts on 1420 kc.

*WBLJ, Dalton—Licensed to Dalton Bcstg. Corp.; J. B. Roach, auto accessory dealer, president and director, 59% stockholder; W. V. Williams, retail radio business, secretary-treasurer and director, 25%; J. C. Wink, local theatre chain owner, vice-president and director, 10%; J. T. Bates, local merchant, director, 5%; O. R. Hardin, attorney and mayor of Dalton, 1%. Granted Sept. 17; 250 watts on 1200 kc.

WGGA, Gainesville—CP issued to Gainesville Broadcasters; partnership of Henry Estes, department store owner; Austin Dean, owner of the *Gainesville Eagle* weekly; L. H. Christian, hardware merchant. Granted May 28; 250 watts on 1210 kc.

WLAG, LaGrange—CP issued to the LaGrange Broadcasting Co.; Roy C. Swank, publisher of the *LaGrange News*, president, 33⅓% stockholder; Fuller Callaway Foundation of LaGrange, 33⅓%; Arthur Lucas, theatre owner and part-owner of WRDW, Augusta, Ga., and WMOG, Brunswick, Ga., 16⅔%; William K. Jenkins, partner of Mr. Lucas, 16⅔%. Granted Nov. 14; 250 watts on 1210 kc.

*WBML, Macon — Licensed to Middle Georgia Bcstg. Co.; E. D. Black, cotton oil manufacturer, president, 50 shares; E. M. Lowe, electrical contractor, vice-president, 50 shares; E. G. McKenzie, cotton oil manufacturer, secretary-treasurer, 50 shares; Mrs. Martha Faulk Lowe, 50 shares. Granted May 21; 250 watts on 1420 kc.

†NEW, Toccoa—CP issued to R. G. LeTourneau, dirt removing equipment manufacturer. Granted Dec. 17; 250 watts on 1420 kc.

*WGOV, Valdosta—Licensed to E. D. Rivers, Governor of Georgia. Granted Feb. 7; 100 watts night and 250 day on 1420 kc.

*WDAK, West Point—Licensed to Valley Bcstg. Co.; partnership of L. J. Duncan, Leila A. Duncan, Effie H. Allen, Josephine A. Keith and Aubrey Gay, theatre chain owners. Granted May 16; 250 watts on 1310 kc.

ILLINOIS

†NEW, Cairo—CP issued to Oscar C. Hirsch, owner of KFVS, Cape Girardeau, Mo. Granted Dec. 17; 250 watts on 1500 kc.

INDIANA

WISH, Indianapolis—CP issued to the Capitol Broadcasting Co; G. Bruce McConnel, sales manager of local tobacco and candy wholesale company, president, 33⅓% stockholder; Edward H. Harris, president of the same company, treasurer, 33⅓%; Alvin R. Jones, local auto dealer, vice-president, 14%; John E. Messick, Lyman S. Ayres, Thomas Mahaffey and Joseph E. Cain, directors, each holding 5%. Granted Nov. 1; 1,000 watts night and 5,000 day on 1280 kc.

WKMO, Kokomo—CP issued to Kokomo Broadcasting Corp.; Charles K. Boyajian, physician, president, .3125% stockholder; Charles Boyajian, of WJBK, Detroit, vice-president, 14.37%; Hugh O. Weir, secretary, 6.25%; A. David Potter, treasurer, 7.81%; and 14 other stockholders, each holding less than 10%. Granted Nov. 20; 250 watts on 1420 kc.

IOWA

KBIZ, Ottumwa—CP issued to J. D. Falvey, radio and newspaper advertising man. Granted Nov. 20; 100 watts on 1210 kc.

KENTUCKY

†NEW, Harlan—CP issued to Blanfox Radio Co. Inc.; Combs Blanford, radio time salesman, president, 46⅔% stockholder; John Francke Fox, radio engineer, secretary-treasurer, 46⅔%; Richard B. Helms, radio engineer, vice-president, 6⅔%. Granted Dec. 4; 250 watts on 1420 kc.

MARYLAND

*WBOC, Salisbury—Licensed to the Peninsula Broadcasting Co.; 3,150 shares of stock owned by 29 persons, including John W. Downey, State bank commissioner, president, 350 shares; William F. Allen, banker and nurseryman, vice-president, 250 shares; John T. Holt, local oil company manager, treasurer, 150 shares; Albert W. Ward, attorney and secretary of State tax commissioner, secretary, 100 shares. Granted April 13; 250 watts on 1500 kc.

WITH, Baltimore—CP issued to the Maryland Broadcasting Co.; Mrs. Louise McClure Tinsley, of Baltimore, secretary-treasurer, 97% stockholder; B. Warren Corkran, of Baltimore, 2%; Thomas G. Tinsley Jr., of Baltimore, president, 1%. Granted Oct. 29; 250 watts on 1200 kc.

MASSACHUSETTS

WHYN, Holyoke—CP issued to the Hampden-Hampshire Corp.; Mrs. Minnie R. Dwight, co-owner of the Holyoke Transcript-Telegram Publishing Co., publisher of the *Holyoke Transcript-Telegram*, treasurer, 99.16% stockholder; William Dwight, co-owner and editor of same newspaper, president, .33%; Arthur Ryan, general manager of same newspaper, assistant treasurer, .33%; Charles M. DeRose, stockholder in H. S. Gere & Sons, publishers of the *Northampton Hampshire Gazette*, .20%. Granted Oct. 15; 250 watts on 1370 kc.

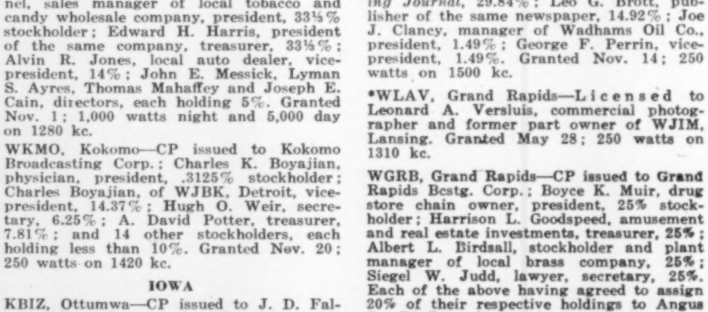
†NEW, Worcester—CP issued to C. T. Sherer Co. Inc.; 100% owned by the R. C. Taylor Trust; Frank F. Butler, trustee, president; W. Robert Ballard, store management counsel, vice-president; Raymond A. Volz, store management counsel, treasurer. Granted Dec. 17; 250 watts on 1200 kc.

MICHIGAN

WDBC, Escanaba—CP issued to the Delta Broadcasting Co.; Gordon H. Brozek, manager of WDMJ, Marquette, Mich., secretary-treasurer, 52.26% stockholder; Frank J. Russell, Jr., editor of the *Marquette Mining Journal*, 29.84%; Leo G. Brott, publisher of the same newspaper, 14.92%; Joe J. Clancy, manager of Wadhams Oil Co., president, 1.49%; George F. Perrin, vice-president, 1.49%. Granted Nov. 14; 250 watts on 1500 kc.

*WLAV, Grand Rapids—Licensed to Leonard A. Versluis, commercial photographer and former part owner of WJIM, Lansing. Granted May 28; 250 watts on 1310 kc.

WGRB, Grand Rapids—CP issued to Grand Rapids Bcstg. Corp.; Boyce K. Muir, drug store chain owner, president, 25% stockholder; Harrison L. Goodspeed, amusement and real estate investments, treasurer, 25%; Albert L. Birdsall, stockholder and plant manager of local brass company, 25%; Siegel W. Judd, lawyer, secretary, 25%. Each of the above having agreed to assign 20% of their respective holdings to Angus D. Pfaff, radio engineer, vice-president. Granted June 4; 250 watts on 1200 kc.



GLASS-BRICK columns and other modern trimmings feature the new building of CFQC, in Saskatoon, Sask. The studios will be formally opened in January. A new antenna also has been built. The main studio of the new layout has a seating capacity of 200 persons.

WTCM, Traverse City—CP issued to Mid-western Bcstg. Co.; Lester Biederman, chief engineer of WTEL, Philadelphia, president, 30% stockholder; Edward S. Biederman, of Detroit, 22½%; Wm. H. Kiker, engineer of WTEL, vice-president, 16¾%; Fred G. Zierle, Philadelphia, 16½%; Drew McClay, operator of WTEL, secretary-treasurer, 15%. Granted Aug. 27; 250 watts on 1370 kc.

MINNESOTA

*WLOL, Minneapolis—Licensed to Independent Merchants Broadcasting Co.; J. P. Devaney, attorney, president, 66.4% stockholder; W. A. Steffes, theatre owner, treasurer, 31.2%; Thomas O. Kachelmacher, attorney, vice-president, 2%; L. B. Schwartz, attorney, secretary, .4%. Granted Jan. 18; 1,000 watts on 1300 kc.

*KWLM, Willmar—Licensed to Lakeland Bcstg. Co.; H. W. Linder, investments, president, 76% stockholder; M. R. Johnson, dairy business, vice-president, 10%; L. F. Johnson, dairy business, treasurer, 10%; V. W. Lindquist, lawyer, secretary, 4%. Granted May 8; 100 watts on 1310 kc.

MISSISSIPPI

*WCBI, Columbus — Licensed to Birney Imes, publisher of the *Columbus Commercial Dispatch*. Granted May 21; 250 watts on 1370 kc.

MONTANA

KRJF, Miles City—CP issued to the Star Printing Co., publishers of the *Miles City Star*; Estate of Joseph Scanlon, deceased, 68.1% stockholder; W. F. Flinn, secretary-treasurer, 15.3%; W. G. Potter, 13.4%; C. J. Zimmerman, vice-president, 3%; Sarah M. Scanlon, president, .02%, all stockholders in *Miles City Star*. Granted Aug. 14; 250 watts on 1310 kc.

NEBRASKA

KONB, Omaha—CP issued to MBS Bcstg. Co.; C. J. Malmsten, cattle rancher, president, 33 1/3% stockholder; John K. Morrison, insurance man and realtor, part owner of KORN, Fremont, vice-president, 28 1/3%; Arthur Baldwin, insurance and real estate man, part owner of KORN, secretary-treasurer, 28 1/3%; Clark Standiford, chief owner and manager of KORN, 5%; Clarence T. Spier, Omaha, 5%. Granted June 25; 250 watts on 1500 kc.

NEVADA

*KENO, Las Vegas—Licensed to Nevada Bcstg. Co.; partnership of George Penn Foster, Maxwell Kelch and Calvert Charles Applegate, all radio engineers and announcers. Granted June 5; 100 watts night and 250 day on 1370 kc.

KFUN, Las Vegas—CP issued to Las Vegas Bcstg. Co., Inc.; Ernest N. Thwaites, production manager of KVSF, Santa Fe, N. M., president and manager; Ernest Thwaites Sr., 100% stockholder. Granted June 5; 100 watts night and 250 day on 1420 kc.

NEW HAMPSHIRE

WMUR, Manchester—CP issued to The Radio Voice of New Hampshire, Inc.; Francis P. Murphy, investments and Governor of New Hampshire, president and director, 90% stockholder; James J. Powers, physician and member of the Maine-New Hampshire Interstate Bridge Authority, vice-president, 5%; Edward J. Gallagher, vice-chairman of the Democratic State Committee of New Hampshire and publisher of the *Laconia* (N. H.) *Citizen*, 5%. Granted Sept. 17; 5,000 watts night and 1,000 day on 610 kc.

NEW JERSEY

*WFPG, Atlantic City—Licensed to Neptune Bcstg. Corp.; A. Harry Zoog, president, 10 shares; Richard Endicott, manager of Steel Pier, vice-president, 10 shares; Adrian Phillips, hotel owner, vice-president, 10 shares; P. Mortimer Lewis, theatre operator and realtor, vice-president, 10 shares; Ezra Bell, hotel owner, vice-president, 10 shares; Samuel Morris, lawyer, treasurer, 10 shares; Benjamin Chew, radio engineer, secretary, 10 shares; and 13 others, each holding 10 shares. Granted May 24, 1940; 100 watts night and 250 day on 1420 kc.

WPAT, Paterson—CP issued to the North Jersey Bcstg. Co., Inc.; James B. Cosman, tube sales manager for Federal Telegraph Co., president, 49% stockholder; Frank B. Falknor, CBS chief engineer in Chicago, vice-president, 25%; Rex Schepp, CBS Chicago salesman, 25%; Mrs. Ela M. Cosman, secretary-treasurer, 1%. Granted July 17; 1,000 watts on 900 kc.

NEW YORK

WBTA, Batavia—CP issued to the Batavia Broadcasting Corp.; Joseph M. Ryan, oil dealer, secretary, 50% stockholder; Edmund R. Gamble, president, 36%; Edward P. Atwater, banker, vice-president, 14%. Granted Nov. 1; 250 watts on 1500 kc.

WAGE, Syracuse—CP issued to the Sentinel Bcstg. Corp.; Frank C. Revoir, motor dealer, president, 70% stockholder; William T. McCaffrey, banker, vice-president, 10%; Alexis M. Muench, candle manufacturer, vice-president, 10%; Francis E. Doonan, bookbinder and printing business, 10%. Granted July 17; 1,000 watts on 620 kc.

WATN, Watertown—CP issued to the Watertown Bcstg. Corp.; G. Harry Righter, wholesale food contractor, president, 140 shares preferred and 1 share common stock; Dean R. Richardson, treasurer, 30 shares preferred and 1 share common stock; Ruth F. Gamage, secretary to G. Harry Righter, secretary, 1 share common stock. Granted July 30; 250 watts on 1210 kc.

WWNY, Watertown—CP issued to the Brockway Co.; Harold B. Johnson, publisher of the *Watertown Daily Times* and local banker, president and treasurer, 40% stockholder; Jessie R. Johnson, housewife, secretary, 9.1%; balance of stock, 51.9%, being held in treasury of company. Granted July 30; 500 watts daytime on 1270 kc.

NORTH CAROLINA

*WCBT, Roanoke Rapids—Licensed to J. **Winfield Crew Jr., local banker and attorney. Granted Feb. 27; 250 watts on 1200 kc.**

OHIO

*WAKR, Akron—Licensed to Summit Radio **Corp.; 50% of stock owned by Viola G. Berk, wife of S. Bernard Berk, attorney** and merchant, secretary-treasurer; 10% by S. Bernard Berk, president. Granted Jan. 10; 1,000 watts on 1530 kc.

WMRN, Marion—CP issued to the Marion Bcstg. Co.; Robert T. Mason, president, 35% stockholder; Frank Mason, NBC vice-president, 32½%; Mrs. Frank Mason, vice-president, 32½%. Granted July 17; 250 watts on 1500 kc.

*WIZE, Springfield — Licensed to Radio Voice of Springfield Inc.; Charles Sawyer, Cincinnati attorney, director, 130 out of 250 shares; Ronald Woodyard, manager of WING, Dayton, director, 70 shares; Abe Gardner, merchant, president, 10 shares; John Good, florist, vice-president, 25 shares; Rudolph Klemperer, merchant, treasurer, 3 shares; Percy Rosenfield, merchant, 5 shares; David Kraus, merchant, 5 shares; Ann Buchfirer, 2 shares. Granted June 18; 100 watts on 1310 kc.

*WSTV, Steubenville—Licensed to Valley Bcstg. Co.; Myer Weisenthal, furniture dealer, president, 5% stockholder; Louis Berkman, iron and steel broker, vice-president, 5%; Richard Teitlebaum, ladies wear, secretary-treasurer, 5%. Company has 48 stockholders, mostly local residents, none having as much as 10% of stock. Granted May 28; 250 watts on 1310 kc.

OKLAHOMA

†NEW, Lawton—CP issued to partnership of Williard Carver, head of Carver Chiropractic School, and Byrne Ross, insurance agent. Granted Dec. 4; 250 watts daytime on 1120 kc.

OREGON

KWIL, Albany—CP issued to the Central Willamette Broadcasting Co.; R. R. Cronise, co-publisher of the *Albany Democrat-Herald*, secretary-treasurer, 50%; W. L. Jackson, co-publisher of the same newspaper, 49.23%; Glenn L. Jackson, vice-president, .77%. Granted Nov. 14; 250 watts on 1530 kc.

KODL, The Dalles—CP issued to Western Radio Corp.; V. B. Kenworthy, former KSLM, Salem, Ore., salesman, president, 50% stockholder; Eva O. Hicks, vice-president, 25%; T. M. Hicks, insurance and real estate loans, secretary-treasurer, 25%. Granted June 4; 100 watts night and 250 day on 1200 kc.

PENNSYLVANIA

WCED, Du Bois—CP issued to Tri-County Bcstg. Co.; 50 shares of stock held each by H. T. Grey, publisher of the *Du Bois Courier* and *Express*, president; Jason S. Gray, editor of same newspaper, secretary; W. B. Ross, manager of same newspaper, vice-president; L. F. Mohney, general manager of same newspaper, treasurer, 50 shares. Granted May 15; 250 watts on 1200 kc.

WERC, Erie—CP issued to Presque Isle Broadcasting Co.; Jacob A. Young, tailor, president, 40% stockholder; Wm. P. Sengel, printer, secretary, 25%; Gerard P. O'Connor, attorney, director, 25%; B. Walker Sennett, attorney, treasurer, 5%; Joseph V. Agresti, attorney, director, 5%. Granted March 13; 100 watts night and 250 day on 1500 kc.

Funds for War

A FORECAST of the role American radio stations may play in national defense is seen in a war-savings fund campaign just completed by CFCO, Chatham, Ont. After a street show a citizen phoned the station requesting a quantity of war savings stamps. Commercial Manager P. A. Kirkey decided that if one person was willing to pledge money, others also would like to help. The idea went over so well that the station remained on the air two hours beyond the regular sign-off time. During the 3½ hour program $1,600 was pledged. Chatham was a test spot for the drive.

*WKPA, New Kensington — Licensed to Allegheny-Kiski Bcstg. Co.; C. Russell Cooper, president, 14.3% stockholder; Dick M. Reeser, mayor of New Kensington and real estate and insurance man, vice-president, 14.3%; H. Donald Hanky, treasurer, 14.3%; Frank H. Recco, city engineer, secretary, 14.3%; W. H. Cooper, 14.3%; Dan J. Zeloyle, 14.3%; J. C. Cooper, local music store owner, 14.2%. Granted June 25; 250 watts daytime on 1120 kc.

*WARM, Scranton—Licensed to Union **Broadcasting Co.; Martin F. Memlo, farm manager, president, 49.6% stockholder; Lou Poller, retail dry goods merchant, treasurer, 49.6%; James S. Scandale, .8%.** Granted Jan. 25; 250 watts on 1370 kc.

RHODE ISLAND

WFCI, Pawtucket—CP issued to the Pawtucket Bcstg. Co.; Howard W. Thornley, chief engineer of WPRO, Providence, president, 50% stockholder; Frank F. Crook, auto dealer, treasurer, 50%. Granted June 26; 1,000 watts on 1390 kc.

SOUTH CAROLINA

*WMRC, Greenville—Licensed to Textile Bcstg. Co.; Robert A. Jolley, head of Nehi Bottling Co. of Greenville, president-treasurer, 51% stockholder; Wayne M. Nelson, broadcaster, vice-president-secretary, 49%. Granted June 25; 250 watts on 1500 kc.

TENNESSEE

*WDEF, Chattanooga — Licensed to Joe W. Engel, local baseball club owner and major league scout. Granted July 6; 250 watts on 1370 kc.

*WKPT, Kingsport—Licensed to Kings**port Broadcasting Co.; partnership of C.** P. Edwards, Jr., publisher of *Kingsport Times*, and Howard Long, postmaster. Granted Feb. 13; 250 watts on 1370 kc.

WBIR, Knoxville—CP issued to J. W. Birdwell, radio engineer and former partner in WJHL, Johnson City, Tenn. Granted August 14; 100 watts night and 250 day on 1210 kc.

TEXAS

KBWD, Brownwood — CP issued to the Brown County Broadcasting Co.; partnership of J. S. McBeath, publisher of the *Brownwood Bulletin*; Wendell Mayes, identified with Texas publishing interests; Joe N. Weatherby, auto dealer; B. P. Bludworth, outdoor advertising business. Granted Oct. 29; 500 watts on 1350 kc.

KEYS, Corpus Christi—CP issued to the Nueces Broadcasting Co.; partnership of Charles W. Rossi, oil operator, and Earl C. Dunn, identified with local law enforcement agencies. Granted Oct. 29; 250 watts on 1500 kc.

VIRGINIA

WMVA, Martinsville—CP issued to Martinsville Broadcasting Co.; partnership of Jonas Weiland, owner of WFTC, Kinston, N. C., and William C. Barnes, publisher of the *Martinsville Bulletin*. Granted April 15; 100 watts night and 250 day on 1420 kc.

***WSLS, Roanoke — Licensed to Roanoke Bcstg. Corp.; Junius P. Fishburn, publisher of the *Roanoke Times-World*, licensee of WDBJ, Roanoke, 40% stockholder; Shenandoah Life Insurance Co., 20%; Edward A. and Philip P. Allen, owners of WLVA, Lynchburg, Va., 13⅓% each; Lynchburg Broadcasting, licensee of WLVA, 13⅓%. Granted July 25; 250 watts on 1500 kc.**

WEST VIRGINIA

***WLOG, Logan—Licensed to Clarence H. Frey and Robert O. Greever; partnership of Clarence H. Frey, publisher of the *Logan Banner*, and Robert O. Greever, mine payroll clerk. Granted Jan. 25; 100** watts on 1200 kc.

*WAJR, Morgantown—Licensed to West Virginia Radio Corp.; Agnes J. Reeves **Greer, secretary-treasurer, 60%; H. C. Greer, steel, limestone and coke business and publisher of the *Morgantown Dominion-News* and *Post*, president, 20%; Jane Greer, vice-president, 20%. Granted June 4; 250 watts on 1200 kc.**

*WBRW, Welch—Licensed to McDowell Service Company; J. W. Blakely, insurance man and theatre owner, president, 60 shares; L. E. Rogers, theatre owner, vice-president, 40 shares; J. R. Werness, insurance man, secretary-treasurer, 40 shares; W. H. Rogers, theatre owner, 10 shares. Granted May 15; 250 watts on 1310 kc.

WKWK, Wheeling — CP issued to Community Broadcasting Inc.; Joe L. Smith, owner of WJLS, Beckley, W. Va., president, 98% stockholder; Mary E. Meadows, school teacher, vice-president, 1%; Hulett C. Smith, clothing merchant and insurance man, secretary-treasurer, 1%. Granted Nov. 26; 100 watts on 1370 kc.

WISCONSIN

WIGM, Medford—CP issued to George F. Meyer, public accountant and manager of a local hospital. Granted Nov. 20; 100 watts on 1500 kc.

*WFHR, Wisconsin Rapids—Licensed to Wm. F. Huffman, publisher of *Wisconsin Rapids Tribune*. Granted May 8; 100 watts night and 250 day on 1310 kc.

WYOMING

*KFBC, Cheyenne—Licensed to the Frontier Bcstg. Co.; S. H. Patterson, owner of KSAN, San Francisco, president, 325 shares of stock; Stock Growers Bank, executors for the estate of J. H. Schroeder (deceased), 324 shares; Fred Marble, Stock Growers Bank, 1 share; William C. Grover, chief engineer and manager of KSAN, 117 shares; Cheyenne Newspapers, Inc., publishers of the *Wyoming Eagle* and *Wyoming State Tribune & Leader*, 337 shares; Tracy S. McCraken, with the same publications, 1 share; John Arp, hotel owner, 65 shares; United Mine Workers, 129 shares; Virgil Wright, UMW, 1 share. Granted July 11; 500 watts on 1420 kc.

*KYAN, Cheyenne—Licensed to Western Bcstg. Co. of Wyoming; J. Cecil Bott, Wyoming Monument Works, 25%; Mrs. Bott, 25%; Mrs. Matilda Lannen, 50%. Granted June 18; 500 watts on 1370 kc.

†NEW, Powell—CP issued to Albert Joseph Meyer, postal clerk. Granted Dec. 17; 250 watts on 1200 kc.

G. W. (JOHNNY) JOHNSTONE, director of radio for the Democratic National Committee and chairman of the radio division of the Committee for the Celebration of the President's Birthday, is on a tour of principal cities in the country with Keith Morgan, national chairman of the latter committee. Object of the tour is to arrange local and regional broadcasts in each area visited, coordinating the local radio efforts in the drive for funds to "Fight Infantile Paralysis".

1000 WATTS
WCAR
Proudly Points To Its
★ COVERAGE
IN A RICH MARKET
★ RESULTS
SO ECONOMICALLY PRODUCED
★ PROGRAMS
SO EFFECTIVELY PRESENTED
Get the facts from WCAR
PONTIAC, MICH.
OR
RADIO ADVERTISING CORP.
National Representatives
NEW YORK · CHICAGO · CLEVELAND

ASSOCIATED ACTIVE IN COAST SPORTS

TIDEWATER ASSOCIATED OIL Co., Associated Division, San Francisco, will sponsor more basketball games than ever before, it was announced late in December by Harold R. Deal, advertising and promotion manager.

The list of stations and the schedule of games were still in the formative stage as BROADCASTING went to press. However, Associated sponsored seven games on KQW, San Jose, and KROW, Oakland, in December.

Doug Montell, Associated's ace sportscaster, will handle all the games in the San Francisco Bay area. Account is placed through Lord & Thomas, San Francisco.

Tidewater is reported discontinuing its present spot programs in the East. Sports programs on WFBL, Syracuse; WGY, Schenectady; WOR, Newark, and a daily newscast on WHEC, Rochester, have been dropped. News periods on WFIL, Philadelphia, and on the Yankee Network will be terminated at the end of the current contracts. No reason for the decision was given by Lennen & Mitchell, New York agency handling the account, but it is understood the sponsor is considering new plans.

HOWARD S. FRAZIER, owner of WSNJ, Bridgeton, N. J., in association with Fred Wood, who recently joined the station staff, have built a restaurant on the station site. The restaurant, taking its name from the station's frequency, has been named "Twelve-Forty Radio Grille."

ORANGE, TEXAS
—$100,000,000

It staggers the imagination! Even in terms of payrolls for thousands of highly skilled shipyard workers and their families, you get a picture of tremendous buying power, **highly concentrated.**

Even before the U. S. Navy awarded over $100,000,000 in contracts to the shipyards of Orange, this was considered one of the most prosperous industrial areas in the country for its size.

And still the most powerful voice that has the ear of this booming Gulf Coast industrial area is Radio Station KFDM in Beaumont, only 22 miles away.

Speak up to one hundred million dollars! Your schedules placed with KFDM will effectively cover this fabulous market.

KFDM, BEAUMONT
560 KC NBC BLUE
1000 WATTS FULL TIME
Represented by
HOWARD H. WILSON, COMPANY

ACTIONS OF THE

FEDERAL COMMUNICATIONS COMMISSION

DECEMBER 14 TO DECEMBER 30, INCLUSIVE

Decisions . . .

DECEMBER 17

WMCA, New York—Granted consent transfer control to Edward J. Noble for $850,000.

NEW, Thumb Bcstg. Co., Brown City, Mich.—Set for hearing applic. 600 kc 250 w D.

NEW, World Peace Foundation, Oakland, Cal.—Denied rehearing re applic. new developmental station which was denied 11-20-40.

WRBL, Columbus, Ga.—Dismissed protest and request for reconsideration directed against action 11-13-40 granting applic. La Grange Bcstg. Co. new station 1210 kc 250 w unl.

WFOR, Hattiesburg, Miss.—Retired to closed files applic. mod. CP granted 10-10-39 for increased poower.

W1XER, Boston—Granted CP change to 43.9 mc 1 kw FM, change trans., and granted license for same.

MISCELLANEOUS—NEW, W. H. Amesbury, Minneapolis, hearing continued to 1-17-41; NEW, Central Carolina Bcstg. Corp., Burlington, N. C., amended to 890 kc 250 w D; KFOR, KFAB, Lincoln, granted petition of transferor and transferee to dismiss applic. transfer control of stations, without prejudice.

DECEMBER 19

WGAC—Augusta, Ga.—Granted license new station 1210 kc 250 w unl.

WTAQ, Green Bay, Wis.—Granted license new trans., increase power.

WING, Dayton—Granted mod. license to Great Trails Bcstg. Corp.

DECEMBER 23

MISCELLANEOUS—WCSC, Charleston, S. C., and John M. Rivers, Charleston, granted joint petition continue hearing 30 days, re transfer of control to Rivers; NEW, Greensboro Bcstg. Co., Greensboro, N. C., granted leave amend applic. to 1250 kc. 250 w D; WCAP, Asbury Park, N. J., WCAM, Camden, denied petitions intervene on renewals of WCAM, WCAP and WTNJ, and FCC on own motion consolidated these hearings; NEW, Paducah Bcstg. Co., Clarksville, Tenn., granted continuance hearing re CP applic.; KFI, KOA, etc. and Clear Channel Group, referred to FCC petition to intervene re WHDH applic. CP 830 kc 5 kw etc. and extended time to file exceptions to 1-15-41; WBT, KFAB, WBBM, WJAG, WMBI, granted extension to 2-1-41 to file proposed findings re change in freq. etc., heard 12-11-41.

DECEMBER 26

MISCELLANEOUS—Special temporary authority granted to 3-1-41 for FM stations W1XK W1XSN W1XSO W8XVB W1XOJ W3XO W8XVH W8XAD W2XMN W2XQR W9XAO W2XWG W1XPW W9XZR; W. G. H. Finch, New York, denied auth. operate WE transmitter commercially; WBNS, Columbus, denied auth. operate 3 kw GE trans. 44.5 mc. pending completion W45CM.

DECEMBER 27

MISCELLANEOUS—WBCM, Bay City, Mich., granted dismissal without prejudice applic. mode. license to 1 kw; WSFA, Montgomery, Ala., same; WHIS, Bluefield, W. Va., granted dismissal without prejudice applic. CP increase power etc.; WTNJ, Camden, N. J., dismissed petition intervene WCAM renewal hearing; same re WCAP and Trent Bcstg. Corp., with hearings consolidated with WTNJ CP applic.; NEW, Gazette Co., Cedar Rapids, granted amendment applic. to 1550 kc 5 kw; WCBA, WSAN, Allentown, granted motion accept amendments to increase to 5 kw, to include engineering data.

Applications . . .

DECEMBER 17

WESX, Salem, Mass.—CP increase to 250 w.

WHOM, Jersey City—CP new trans., directional, increase to 10 kw N & D, 1560 kc (under treaty).

WMAS, Springfield, Mass.—CP change to 880 kc (910 under treaty) new trans., directional increase to 1-5 kw.

WWSW, Pittsburgh—CP new trans., directional, change to 940 kc 1-5 kw, move trans.

WSIX, Nashville—CP new trans., directional N, change to 950 kc (980 under treaty), increase to 1-5 kw, move trans.

NEW, Broadcasters Inc., San Jose, Cal.—CP 1500 kc (1490 under treaty) 250 w unl.

KALB, Alexandria, La.—CP change to 580 kc (II-B) increase to 1 kw, new trans., directional N.

WDBJ, Roanoke, Va.—Mod. CP directional N increase to 5 kw.

DECEMBER 23

WOR, Newark—Mod. license to move studio to 1440 Broadway, New York.

NEW, Ruben E. Aronheim, Fitchburg, Mass.—CP 1310 kc 250 w unl. IV (1340 under treaty).

WHKC, Columbus—CP change to 610 kc increase power etc., amended to be contingent on grant of 600 kc unl. directional N time etc. to WCLE; WCLE's application amended also to omit request for WHKC's facilities, and new trans.

WKZO, Kalamazoo—CP new directional antenna N.

NEW, John Lord Booth, Detroit—CP FM 44.1 mc etc. amended to 66,732 sq. miles 2,901,908 pop., change trans.

KALB, Alexandria, La.—CP change to 580 kc increase to 1 kw, new trans., directional N.

KVIC, Victoria, Tex.—Auth. transfer control to Morris Roberts, amended to omit Charles C. Shea as one of transferors.

NEW, Central Carolina Bcstg. Corp., Burlington, N. C.—CP 1420 kc 100 w unl., amended to 890 kc 250 w D.

WNOX, Knoxville—CP directional N, increase to 10 kw 990 kc under treaty, amended to instal 10 kw equipment.

NEW, Lake City Bcstrs., Lake City, Fla.—CP 1500 kc 250 w unl. IV.

WFIL, Philadelphia—Auth. transfer 50% interest from Strawbridge & Clothier to Lit Bros. 7,100 shares common stock.

KGNC, Amarillo, Tex.—CP new trans., directional N & D, change to 860 kc 50 kw, move trans.

WGES, Chicago—CP new trans., increase to 5 kw unl. directional, move trans.

NEW, Capital City Bcstg. Co., Topeka—CP 1170 kc 5 kw D II.

NEW, Head of the Lakes Bcstg. Co., Superior, Wis.—CP 44.5 mc 2,754 sq. miles 168,193 pop.

DECEMBER 30

NEW, Stromberg-Carlson Tel. Mfg. Co., Rochester—CP 45.1 mc FM 2240 sq. miles, 543,000 pop.

NEW, FM Radio Bcstg. Inc., New York—CP 48.3 mc FM 8600 sq. miles, 9,800,000 pop.

NEW, CBS, Boston—CP 44.1 mc FM 16,230 sq. miles, 5,972,246 pop.

WFIL, Philadelphia—Auth. transfer 50% interest from Strawbridge & Clothier to Lit Bros., 7100 shares common stock.

KROD, El Paso—Mod. CP new trans. etc., to change type of trans.

KPAC, Port Arthur, Tex.—Mod. license to 500 w 1 kw D, amended to 1 kw N & D directional N.

NEW, Gordon Gray, Winston-Salem, N. C.—CP 44.1 mc FM 69,400 sq. miles, 4,125,000 pop.

NEW, Gazette Co., Cedar Rapids—CP 44.7 mc FM 7400 sq. miles, 282,000 pop.

KWK, St. Louis—Mod. CP change power etc., for directional antenna.

National Member Drive Is Organized by ACA

A NATIONAL broadcast division of the American Communications Assn., a CIO affiliate, was set up Dec. 18 with offices in Philadelphia to intensify a national drive to unionize radio station engineers. O. E. Littlejohn, president of the Philadelphia CIO local, No. 28, was named national secretary-treasurer for the drive. Saul Waldbaum, Philadelphia attorney and general counsel for ACA, is also head of the national broadcast division.

It was announced that telegraph and marine operator members of the ACA, reportedly numbering 14,000, will support the radio division in the unionization drive. Representatives from locals in Buffalo, New York, Baltimore and Washington attended. It was indicated that with the new year promising to be as good if not better than 1940, the union can make greater strides on a national scale.

CKWX in Carson Fold

TAYLOR, Pearson & Carson Ltd., on Jan. 1 takes over operation of CKWX, Vancouver, according to G. F. Herbert of the Toronto office of All-Canada Radio Facilities Ltd., representative of the Taylor, Pearson & Carson stations. F. M. Squires, CJCS, Stratford, Ont., becomes manager and Reg Dagg remains commercial manager of CKWX, and Norm Bottrell, of CJCA, Edmonton, becomes production manager of CKWX. No appointment has yet been announced for the managership of CJCS.

Agenda Prepared For Ohio Session

DISCUSSIONS on television and frequency modulation developments will highlight the fourth annual Broadcast Engineering Conference, to be held Feb. 10-21 at Ohio State U, Columbus. The conference, directed by Dr. W. L. Everitt, of Ohio State U, provides three two-hour sessions daily during the two weeks of meetings, with several sessions extending into a second day. The NAB again is cooperating in arranging and conducting the conference, at which are expected leading radio engineers from all over the country [BROADCASTING, Dec. 1].

In addition to 23 discussion sections, the Conference will feature addresses by E. K. Jett, FCC chief engineer, Feb. 11 on "Communication in National Defense", and G. C. Southworth, Feb. 18 on "Wave Guides". The conference will climax Feb. 20 with a banquet.

Subjects on the agenda include:

Feb. 10-15 Week

Speech Input Systems: C. M. Lewis, RCA, J. D. Colvin, RCA.

Sound Reproduction from Recordings: F. V. Hunt, Harvard U (2 days).

Television Standards: W. R. G. Baker, General Electric.

Color Television: Peter C. Goldmark, CBS.

Studio Acoustics: Paul J. Washburn, Johns-Manville (2 days).

General Discussion and Question Box (emphasizing FCC engineering matters): A. D. Ring, FCC assistant chief engineer; Lynne C. Smeby, NAB engineering director (2 days).

Status of Television: Harry Sadenwater, RCA.

Polyphase Broadcasting: Paul Loyet, Central Broadcasting Co.

Television Station Operation: Robert M. Morris, NBC.

Roundtable on Receivers: J. Kelly Johnson, Hazeltine Corp., E. B. Passow, Zenith Radio Corp., W. L. Dunn, Belmont Radio Corp (2 days).

Loud Speakers: H. F. Olson, RCA (2 days).

Television Field Pickups: Harold P. See, NBC.

Feb. 17-21 Week

Status of Frequency Modulation: Maj. Edwin H. Armstrong, Columbia U.

FM Allocation and Coverage: Stuart Bailey, Jansky & Bailey.

Hearing, the Determining Factor for High Fidelity: Harvey Fletcher, Bell Telephone Labs.

FM Receivers: M. L. Levy, Stromberg-Carlson.

UHF Antennas and Transmission Lines: Andrew Alford, Mackay Radio & Telegraph Co. (2 days).

UHF Transmission: Kenneth A. Norton, FCC (2 days).

FM Field Tests: Raymond F. Guy, NBC.

Operating Problems in FM Transmitters: I. R. Weir, General Electric.

Roundtable on FM Problems: Paul A. deMars, Yankee Network, chairman, E. J. Content, WOR, Newark, Dan Gellerup, WTMJ, Milwaukee (2 days).

UHF Tubes: E. D. McArthur, General Electric.

FM Broadcast Transmitter Circuit Design: John F. Morrison, Bell Telephone Labs.

"Ugh! Big News!"

MEET THE CHIEF!

Chief Engineer of the great Broadcasting Tribe. He's constantly scouting for news of Western Electric—which he'll pass on to you frequently.

Look for him here regularly on this page—he'll give you many valuable tips for Better Broadcasting in 1941.

Western Electric

Network Accounts

All time EST unless otherwise indicated.

New Business

E. R. SQUIBB & SONS, New York (dental cream) on Dec. 30 starts *Golden Treasury of Song* on 43 CBS stations, Mon. thru Fri., 3:15-3:30 p.m. Agency: Geyer, Cornell & Newell, N. Y.

AXTON-FISHER TOBACCO Co., Louisville (Twenty Grand cigarettes), on Jan. 3 starts *Twenty Grand Salutes Your Happy Birthday* on NBC-Blue (station list not completed), Fri., 9:35-10 p.m. Agency: Weiss & Geller, Chicago.

Renewal Accounts

PROCTER & GAMBLE Co., Cincinnati (Chipso) on Dec. 30 renews *Road of Life* on 26 CBS stations, Mon. thru Fri., 1:45-2 p.m. Agency: Pedlar & Ryan, N. Y.

PROCTER & GAMBLE Co., Cincinnati (Oxydol) on Dec. 30 renews *The Goldbergs* on 23 CBS stations, Mon. thru Fri., 5-5:15 p.m., rebroadcast 11:30-11:45 a.m. Agency: Blackett-Sample-Hummert, N. Y.

PROCTER & GAMBLE Co., Cincinnati (Ivory soap) on Dec. 30 renews *Life Can Be Beautiful* on 37 CBS stations, Mon. thru Fri., 1-1:15 p.m. Agency: Compton Adv., N. Y.

PROCTER & GAMBLE Co., Cincinnati (Crisco), on Dec. 30 renews *Right to Happiness* on 39 CBS stations, Mon. thru Fri., 1-1:15 p.m. Agency: Compton Adv., N. Y.

COLGATE-PALMOLIVE-PEET Co., Jersey City (Palmolive soap), on Dec. 30 renews *Hilltop House* on 81 CBS stations, Mon. thru Fri., 4:30-4:45 p.m. Agency: Ward Wheelock Co., Philadelphia.

NATIONAL DAIRY PRODUCTS Corp., New York (Sealtest), on Jan. 2 renews for 52 weeks *Rudy Vallee Show* on 65 NBC-Red stations, Thurs., 10-10:30 p. m. (EST). Agency: McKee & Albright, N. Y.

JOHN MORRELL & Co., Ottumwa, Ia. (Red Heart dog food), on Dec. 29 renewed for 13 weeks *Bob Becker's Chats About Dogs* on 52 NBC-Red stations, Sun., 2:45-3 p. m. (CST). Agency: Henri, Hurst & McDonald, Chicago.

COLGATE-PALMOLIVE-PEET Co., Jersey City, on Dec. 30 renews for Octagon soap *Woman of Courage* on 41 CBS stations, Mon. thru Fri., 10:45-11 a.m., rebroadcast 3:45-4 p.m., and adds 24 western CBS stations to same program for Crystal White. Agencies: Ted Bates Inc., New York (Octagon); Sherman & Marquette, Chicago (Crystal White).

Crystal Specialists Since 1925

ATTENTION

BROADCASTERS SUBJECT TO FREQUENCY RE-ALLOCATION

We are at your service to—

1. REGRIND your present crystal to higher new frequency $17.50
2. NEW CRYSTAL (less holder) $22.50
3. NEW CRYSTAL fully mounted . . $30.00

LOW DRIFT - APPROVED BY FCC

Scientific RADIO SERVICE
124 Jackson Ave.
University Park, Md.

RADIO CAR
AIR

Drawn for BROADCASTING by Warmuth

"Get Off the Air!"

COLGATE-PALMOLIVE-PEET Co., Jersey City (Colgate toothpowder), on Dec. 30 renewed *Stepmother* on 37 CBS stations, Mon. thru Fri., 9:30-9:45 a. m. (repeat, 3:45-4 p. m.) for 52 weeks On Jan. 6 10 CBS stations will be added. Agency: Sherman & Marquette, Chicago

COLGATE-PALMOLIVE-PEET Co., Jersey City (Super Suds), on Dec. 30 renews *Myrt & Marge* on 81 CBS stations, Mon. thru Fri., 10:15-10:30 a.m. Agency: Sherman & Marquette, Chicago.

AMERICAN TOBACCO Co., New York, on Jan. 1 renews *Kay Kyser* on 112 NBC-Red stations, Wed., 10-11 p.m. Agency: Lord & Thomas, N. Y.

ANACIN Co., Jersey City, renews *Easy Aces* on 53 NBC-Blue stations, Tues., Wed., Thurs., 7-7:15 p.m.; repeat midnight. Agency: Blackett-Sample-Hummert, N. Y.

BISODOL Co., Jersey City, renews *Mr. Keen, Tracer of Lost Persons* on 46 NBC-Blue stations, Tues., Wed., Thurs., 7:15-7:30 p.m., repeat 12:15 a.m. Agency: Blackett-Sample-Hummert, N. Y.

RICHFIELD OIL Corp., New York, on Dec. 31 renews *Confidentially Yours* on 25 MBS stations, Tues., Thurs., Sat., 7:30-7:45 p.m. Agency: Sherman K. Ellis, N. Y.; after Feb. 1, Hixson-O'Donnell, N Y.

CITIES SERVICS Co., New York, on Jan. 31 renews for 52 weeks *Cities Service Concert* on 56 NBC-Red stations, Fri., 8-8:30 p.m. Agency: Lord & Thomas, N. Y.

R. L. WATKINS Co., New York (Dr. Lyon's toothpowder), on Jan. 13 renews for 52 weeks *Orphans of Divorce* on 47 NBC-Blue stations, Mon. thru Fri., 3-3:15 p.m. Agency: Blackett-Sample-Hummert, N. Y.

CHARLES H. PHILLIPS CHEMICAL Co., Glenbrook, Conn. (Haley's M-O, Cal-Aspirin), on Jan. 13 renews for 52 weeks *Amanda of Honeymoon Hill* on 46 NBC-Blue stations, Mon. thru Fri., 3:15-3:30 p.m. Agency: Blackett-Sample-Hummert, N. Y.

Network Changes

R. J. REYNOLDS TOBACCO Co., Winston-Salem (Camel cigarettes), on Jan. 9 starts Xavier Cugat on 52 NBC-Red stations, replacing *Bob Crosby's Dixieland Music Shop*, Thurs., 7:30-8 p.m. Agency: William Esty & Co., N. Y.

LEWIS-HOWE Co., St. Louis (N R tablets), on Dec. 19 shifted *Fame & Fortune* on 76 NBC-Blue stations, Thurs., 8:30-9 p. m. (EST), with West Coast repeat, 8:30-9 p. m. (PST), from Hollywood to New York. Agency: Stack-Goble Adv. Agency, Chicago.

WHEELING STEEL Corp., Wheeling, on Jan. 5 adds 40 MBS stations to *Musical Steelmakers* making a total of 91, Sun., 5-5:30 p.m. Agency: Critchfield & Co., Chicago.

MAJOR NETWORKS LINK 500 STATIONS

OF THE 882 broadcasting stations in operation or authorized for construction during 1940, over 500 were affiliated with one or the other (or combinations) of the major networks, according to a year-end count by BROADCASTING. During 1940 the nationwide networks added 101 affiliates, many of them in the local category and some of them newly established stations.

Largest number of affiliates is accredited to MBS, which added 50 during the last year to bring its total to 168.

Next largest network in number of stations is NBC-Red, which added 14 during the year to bring its total to 131. NBC-Blue added 31 more outlets and as of Jan. 1, 1941 had 92 affiliates. There is some overlapping between Red and Blue, with some affiliates supplementary to both.

CBS added 11 outlets, and its total now is 123.

Thomas to Chicago

EARL G. THOMAS, of New York City, in mid-December was named radio director of McCann-Erickson Inc., Chicago office. He has long been identified in the industry as a writer, producer and talent buyer. Among the programs he has created for the air are *Popeye the Sailor*, sponsored by the Wheatena Corp., and *Your Family and Mine*, sponsored by National Dairy Assn. He has also done editorial work on such network programs as the *Columbia Workshop*.

Potter-Burns Merge

ROBERT E. POTTER, president and space buyer of the Potter Adv. Agency, and Jay E. Burns, president of Jay E. Burns Advertising, on Dec. 15 merged their individual advertising agencies into Burns & Potter, with offices at 75 E. Wacker Drice, Chicago. Telephone is Andover 2256. Mr. Potter, before organizing his own agency in Oct. 1939, was advertising manager of the *Chicago Journal of Commerce*. Mr. Burns has been active in Chicago business and banking circles.

GENERAL FOODS Corp., New York (Calumet baking powder) on Jan. 6 replaces *My Son & I*, on 82 CBS stations Mon. thru Fri. at 2:45-3 p.m., with a new serial *Home of the Braves*. Agency: Young & Rubicam, N. Y.

ALBERS BROS. MILLING Co., Seattle (cereals, flour), on Jan. 1 adds 6 NBC-Mountain stations (KSEI KTFI KIDO KGIR KPFA KRBM KGHL) to *Voice of Experience*, making a total of 14 NBC-Red stations, Mon., Wed., Fri., 9:30-9:45 a.m. (PST) Agency: Erwin, Wasey & Co., Seattle.

COLGATE-PALMOLIVE-PEET Co., New York (Palmolive shave cream), on Jan. 6 replaces *Strange as It Seems* with *City Desk* on 57 CBS stations, Thurs., 8:30-8:55 p.m. Agency: Ted Bates Inc., N. Y.

EMERSON DRUG Co., Baltimore (Bromo Seltzer), on Dec. 24 shifted *Ben Bernie* on 74 NBC-Blue stations, Tues., 8-8:30 p. m. (EST), with West Coast repeat, 8:30-9 p.m. (PST), from New York to Hollywood for 6 weeks or more. Agency: Ruthrauff & Ryan, N. Y.

CLARK for QUALITY in ELECTRICAL TRANSCRIPTION PROCESSING

Today, as since the earliest days of radio, the name CLARK on processed recordings is a symbol of sterling workmanship and quality materials. And today practically every important transcription producer is a CLARK client. So, today, we suggest that if you are interested in quality transcription processing you investigate CLARK.

Clark
Phonograph Record Co.
Newark, N.J.
216 High St. Humboldt 2-0880
Chicago, Illinois
221 N. La Salle St. Central 5275

All-Canada Group Meets at Calgary

News Regulations, Proposed New Network Among Topics

THE second annual meeting of managers, commercial managers, program directors and production managers of western stations represented by All-Canada Radio Facilities Ltd., was held Dec. 19-21 in the Palliser Hotel, Calgary, Alta. About 40 persons attended.

Discussions included interpretation of the newscast regulations effective Jan. 1, with explanation by J. L. Radford, supervisor of station relations for the Canadian Broadcasting Corp.; appointment of a paid president and general manager for the Canadian Assn. of Broadcasters, which is to be main topic at the forthcoming CAB annual meeting Jan. 20-22 at Montreal; cooperation of stations with the government director of information on how to give more assistance in publicizing Canada's war effort; need for a second national network, built around the western stations; establishment of an idea bureau for the All-Canada stations.

Voluntary Promotion

The meeting decided that program promotion should be on a voluntary basis by stations and that advertising agencies should not expect it as part of the stations' duty.

Those attending included H. R. Carson, president of All-Canada Radio Facilities, and of Taylor, Pearson & Carson, station operating organization; H. E. Pearson, director of Taylor, Pearson & Carson; Guy F. Herbert, Toronto office of All-Canada; J. L. Radford, supervisor of station relations, CBC, Toronto; M. V. Chesnut, manager of CKOC, Hamilton, Ont.; F. M. Squires, manager of CJCS, Stratford, Ont.; F. H. Elphicke, manager, P. H. Gayner, commercial manager, Ed. Houston, and Hugh Newton, CJRC, Winnipeg; F. E. Scanlan, manager, Wm. Wright, Bruce Pirrie, CJRM, Regina; G. Gaetz, manager, Al. Smith, Wm. Speers, CKCK, Regina; Carson Buchanan, manager, CHAB, Moose Jaw, Sask., Bob Price, manager, CKBI, Prince Albert, Sask.; C. L. Berry, manager, CFGP, Grand Prairie, Alta.; Gordon Henry, manager, Walter Dales, Norm. Bottrell, Walter Blake, CJCA, Edmonton; Vic Neilsen, manager, Robert Straker, Fred Shaw, John Hunt, CFAC, Calgary; Art Nicholl, manager, Robert Buss, CJOC, Lethbridge, Alta.; Arthur Balfour, manager, CJAT, Trail, B. C.; James Browne, manager, CKOV, Kelowna, B. C.; Doug Homersham, manager, CFJC, Kamloops, B. C.; Reg Dagg, manager, CKWX, Vancouver.

Squibb Day Series

H. R. SQUIBB & SON (dental cream), on Dec. 30 started a daytime quarter-hour musical, titled *Golden Treasury of Song*, featuring Jan Peerce, tenor; Victor Bay's orchestra, and David Ross. Program will be heard five days a week at 3:15-3:30 p.m. over 43 CBS stations, seven of which will carry it on Wednesdays only. Geyer, Cornell & Newell, New York, is agency.

Drawn for Broadcasting by Sid Hix

"Thish's Bill Bratt Bringing You the New Year Revelry at the Skit Skat Club!"

Revised Agency Contract Form Offered To Provide Indemnity on Copyrights

ANTICIPATING the dropping of ASCAP music at the end of the year, NAB Counsel Russell P. Place Dec. 23 sent to all member stations a suggested revised form of agreement between stations and advertising agencies dealing with copyright indemnity under ASCAP-less performance.

Cleared by AAAA

The new indemnity clause, Mr. Place advised the membership, has been cleared with counsel for the American Assn. of Advertising Agencies. He advised stations, if they did not contemplate having an ASCAP license after Dec. 31, to send the letter to each agency with which the station has outstanding broadcasts contracts to continue in force after the year-end. The text of the suggested letter follows:

This is to confirm the understanding between us which shall become effective on Dec. 31, 1940, namely:

The provisions of paragraph 6 (c) of each and every broadcasting contract between us shall be and are hereby deemed to be deleted and the following new paragraph 6 (c) shall be substituted in lieu and instead thereof:

"6 (c) (A) Any litigation against agency or advertiser, or the employees of either, brought to enforce the rights of any third party alleged to have been violated by broadcasting matter described herein as station material will be defended by and at the expense of station. Any litigation against station or its employes brought to enforce the rights of any third party alleged to have been violated by broadcasting matter described herein as agency material will be defended by and at the expense of agency.

"(B) The indemnitor (party hereto on whom duty of defense is imposed hereunder) shall have full and complete control of such litigation and may settle, compromise and adjust the same. The indemnitor shall be responsible for the payment of any judgment for damages and costs rendered in such litigation against the indemnitee(c) and shall indemnify and hold the indemnitee(s) harmless from loss or damage caused by or arising out of any such judgment.

"(C) Subparagraphs (a) and (b) hereof shall be effective only in the event that (1) within 15 days after the initial summons or process is served upon the indemnitee, written notice thereof is given to the indemnitor and within ten days thereafter a written request to defend such litigation is mailed or delivered to indemnitor and (2) from time to time during the pendency of such litigation and after the duty of defense has been assumed by the indemnitor, the indemnitee, upon request, shall disclose to the indemnitor all relevant facts in the possession or under the control of the indemnitee by making available to the indemnitor for consultation and as witnesses at their customary places of business all employes and other persons under the control of the indemnitee having possession of such facts and making available to the indemnitor all relevant documentary material in the possession or under the control of the indemnitee.

"(D) Station material consists of (1) all material used in program prepared and produced by station except material furnished by agency in connection with such programs; and (2) copyrighted musical compositions performed in non-dramatic form in live talent programs which musical compositions station is licensed at the time of broadcast to perform publicly for profit.

"Station agrees upon request of agency to furnish the names of copyright licensing organizations (such as BMI, SESAC and AMP) which on the effective date of this contract have licensed station to perform publicly for profit their respective musical compositions; and until agency receives notice from station to the contrary agency shall have the right to rely thereon with respect to this and any future broadcasting contracts between station and agency. Agency material is everything broadcast hereunder excepting station material. Station approval of agency material for broadcasting shall not affect agency's indemnity obligations under this contract.

"(E) Notwithstanding the indemnitor shall have assumed the defense of any litigation hereunder, the indemnitee, upon relieving the indemnitor in writing of its obligations hereunder with respect to such litigation, shall shave the right, if it shall so elect, thereafter to conduct the same at its expense by its own counsel. The indemnitor upon request shall keep the indemnitee fully advised with respect thereto and confer with the indemnitee or its counsel.

"(F) The provision of this paragraph shall survive any cancellation or termination of this contract."

Except as herein modified each and every such broadcasting contract shall continue in full force and effect.

WOODBURY STARTS SPLIT HALF-HOUR

ANDREW JERGENS Co., Cincinnati (Woodbury soaps and face powder), on Jan. 1 replaces its weekly 30-minute *Woodbury Hollywood Playhouse* on 64 NBC-Red stations with two quarter-hour programs originating from Hollywood and New York respectively.

Tony Martin, from Hollywood, will utilize the first quarter, Wednesdays, 8-8:15 p.m. (EST), with West Coast repeat, 8-8:15 p.m. (PST). Featured will be Tony Martin, vocalist, with Dave Rose' orchestra. William N. Robson, Hollywood manager of Lennen & Mitchell, agency servicing the account, is to produce.

How Did You Meet? dramatization of romances, will take up the balance of the half-hour, 8:15-8:30 p.m. (EST), with West Coast repeat, 8:15-8:30 p.m. (PST). Bernard L. Schubert will produce. Prizes of $100, $50, and $25 are to be awarded weekly for the best three letters submitted to the program, with first prize winner's entry becoming the basis of the week's drama.

New Colgate Agencies Continue Four Serials

COLGATE-PALMOLIVE-PEET Co., Jersey City, under its new agency setup renewed effective Dec. 30 four CBS quarter-hour daytime serials. Through Sherman & Marquette, Chicago, *Myrt & Marge*, heard Monday through Friday at 10:15-10:30 a.m. for Super Suds, was renewed on 81 stations. Through Ward Wheelock Co., Philadelphia, *Hilltop House*, heard for Palmolive soap Monday through Friday at 4:30-4:45, was likewise renewed on 81 stations.

Woman of Courage, heard Monday through Friday at 10:45-11 a.m. on 41 stations for Octagon soap, was renewed through Ted Bates, and 24 western and far western stations were added for Crystal White, handled by Sherman & Marquette, Chicago. These accounts, with the exception of Crystal White which is distributed exclusively in the west, were formerly handled by Benton & Bowles, New York.

The fourth serial renewed was *Stepmother* for Colgate tooth powder. The program is heard on 49 stations, Monday through Friday at 4:30-4:45 p.m., and the product handled through Sherman & Marquette, Chicago.

P&G Renews Four

PROCTER & GAMBLE Co., Cincinnati, on Dec. 30 renewed four CBS daytime weekday serials. *Life Can Be Beautiful*, heard at 1-1:15 p.m. for Ivory soap, and *Right to Happiness* at 1:30-1:45 p.m. for Crisco were renewed through Compton Adv., New York. *Road of Life*, sponsored for Chipso from 1:45-2 p.m., was renewed as was *The Goldbergs* heard in behalf of Oxydol at 5-5:15 p.m. and rebroadcast at 11:30-11:45 a.m. The Chipso account is handled by Pedlar & Ryan, New York, and Oxydol by Blackett-Sample-Hummert, New York.

FRED R. DAVIS, 64, advertising space buyer for General Electric Co., died in Schenectady Dec. 26 after an illness of two years.

"We feel that WLW is the most powerful influence for the quick turn-over of Nationally Advertised Brands through our warehouses.

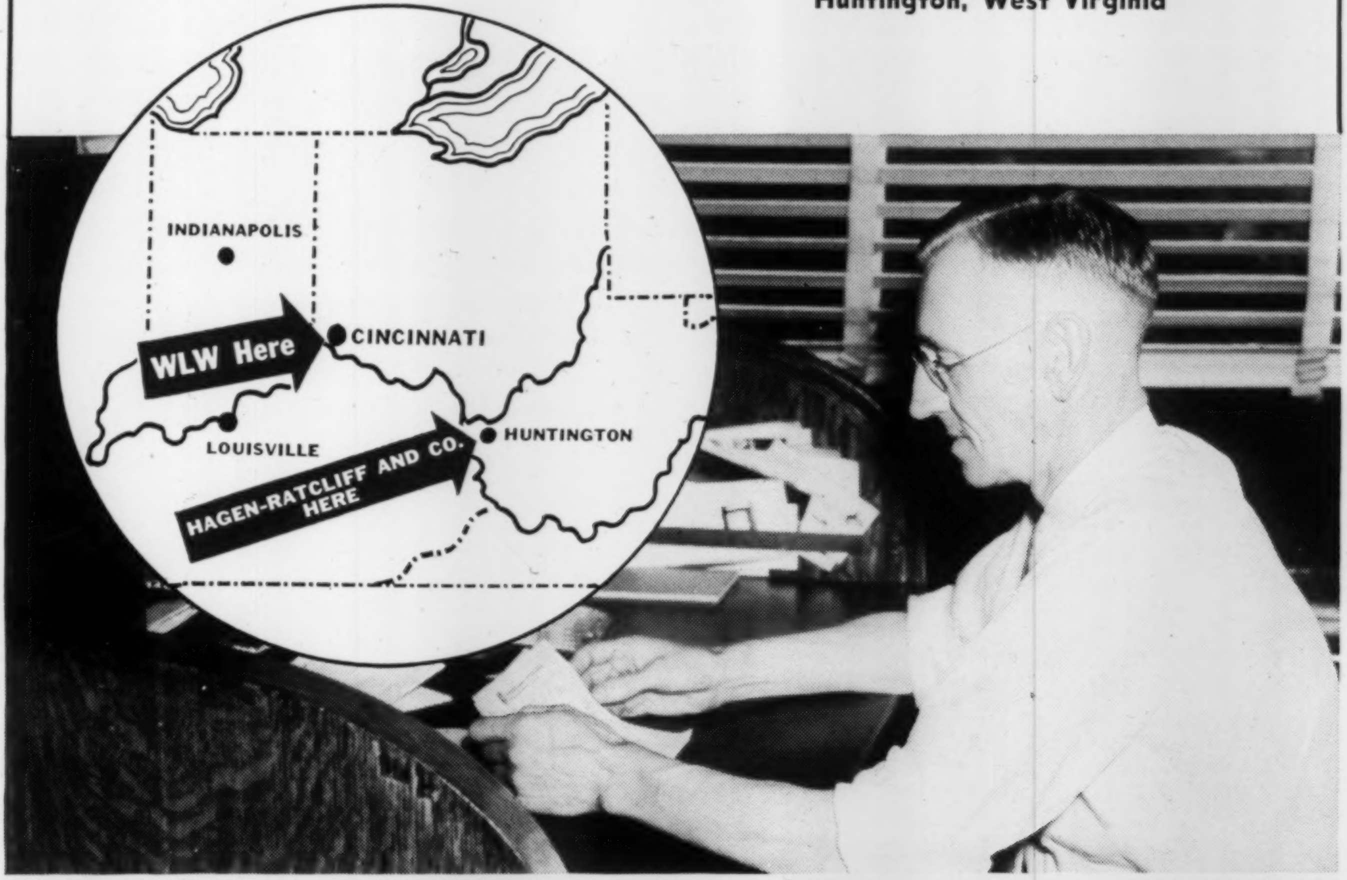
Through WLW's resources and the constant flow of advance information, we are able to keep our sales force informed of expected increases in sales ahead of the listening public's demand."

(Signed) D. Sayre, President

Hagen-Ratcliff and Co.
Wholesale Grocers

Huntington, West Virginia

Hagen-Ratcliff's 8 salesmen cover 9 counties in 2 states.


INDIANAPOLIS
WLW Here
CINCINNATI
LOUISVILLE
HUNTINGTON
HAGEN-RATCLIFF AND CO. HERE

REPRESENTATIVES: New York — Transamerican Broadcasting & Television Corp. Chicago — WLW, 230 N. Michigan Avenue. San Francisco — International Radio Sales.

Radio Answers the Call of Total Defense

With characteristic speed, radio is responding to the call of national defense. Enrolled to serve the public interest and to fortify the Nation's invisible life-lines of communication are: Research, Engineering, Manufacturing, Broadcasting, International Circuits, Ship-and-Shore Stations. The Radio Corporation of America was organized in 1919, as an American-owned, American-controlled radio company. RCA has established a world-wide communications system, independent of all foreign interests, and has pioneered in the creation and development of a new art and a new industry. Today, each of its services is equipped and ready for action in the first line of America's total defense on land, sea, and in the air.

RCA CALLS THE ROLL OF ITS SERVICES TO THE NATION:

WORLD-WIDE COMMUNICATIONS

Vital to defense and commerce, RCA operates 24-hour direct communication service to 43 countries. This service avoids the censorship, errors, and delays which might occur at relay points. The Nation is protected against the loss of overseas communications through the cutting of submarine cables in war-time. Supplementing these globe-girdling channels, RCA operates a domestic radiotelegraph system that links 12 key cities in the United States.

MARINE COMMUNICATIONS

Life and property at sea are guarded by modern radio coastal stations and radio-equipped ships. Eighteen hundred American ships are equipped with RCA apparatus. The shore-lines of the United States are fringed with radio beacon transmitters to guide the fleet and shipping in American waters. American ships do not have to depend upon foreign-controlled means of communication to send messages home.

BROADCASTING

RCA pioneered in establishing the first nation-wide network of broadcasting. The National Broadcasting Company, formed in 1926, today serves an American radio audience through 50,000,000 receiving sets. NBC provides these listeners with serious and popular music, news and information, drama and education, public forums and religious services. Under the American system of broadcasting, the finest and most extensive variety of programs to be had anywhere in the world is free to the listening public. *The richest man cannot buy what the poorest man gets free by radio.*

NBC broadcasting service is also maintained internationally, by short wave, and helps to strengthen good-will and cultural and economic relations between the Americas, and with other parts of the world.

An informed public opinion, promoted by a free press and a free system of broadcasting, is a highly important national asset in total defense.

MANUFACTURING

The RCA Manufacturing Company operates five plants, strategically located at Camden and Harrison, N. J., Indianapolis and Bloomington, Ind., and Hollywood, California. Within the year the company has invested millions of dollars in expansion to facilitate production and rapid filling of orders from the Army and Navy. Machinery is geared for national defense in addition to providing for normal requirements of the public.

RESEARCH AND ENGINEERING

Through science and research, the RCA Laboratories are enrolled in the national defense. Research in electronics, wave propagation, television, facsimile, acoustics, optics, and in other fields has opened new services and extended the scope of existing services, both commercial and military.

No longer must an aviator "just look to the ground" to find his way to a target or to his base. He may fly and land "blind" by radio. The electron microscope, a product of RCA Laboratories, is a new means to help protect the national welfare as it opens new horizons for bacteriologist, chemist, physicist and industrialist. In these and many other ways, radio research in peace-time has built new bulwarks of defense for our Nation.

INVENTIONS AND THEIR USE

RCA licenses many other manufacturers to use its inventions and patents. By making them widely available, RCA has helped to create an industry as well as an art.

Through this licensing policy the radio industry has access to results of the research of RCA Laboratories. In this way, competition has been stimulated, and numerous sources of supply opened to the public and the Government.

EMPLOYEES

Labor relations between RCA and its employees are excellent. Employment in the RCA organization in 1940 increased from 22,000 to 27,000 employees. Principal officers and many employees of RCA are members of the Army and Navy Reserves.

For 21 years the pioneering efforts and services of RCA have safeguarded American preeminence in radio. ***RCA continues to serve the public interest and is fully prepared and ready to carry on in the first line of total defense!***

RADIO CORPORATION of AMERICA

RADIO CITY RCA NEW YORK

THE SERVICES OF RCA: RCA MANUFACTURING COMPANY, INC. RADIOMARINE CORPORATION OF AMERICA RCA LABORATORIES NATIONAL BROADCASTING COMPANY, INC. R. C. A. COMMUNICATIONS, INC. RCA INSTITUTES, INC.

PRINTED IN U.S.A.

BROADCASTING

Broadcast Advertising

1940

YEAR BOOK

NUMBER

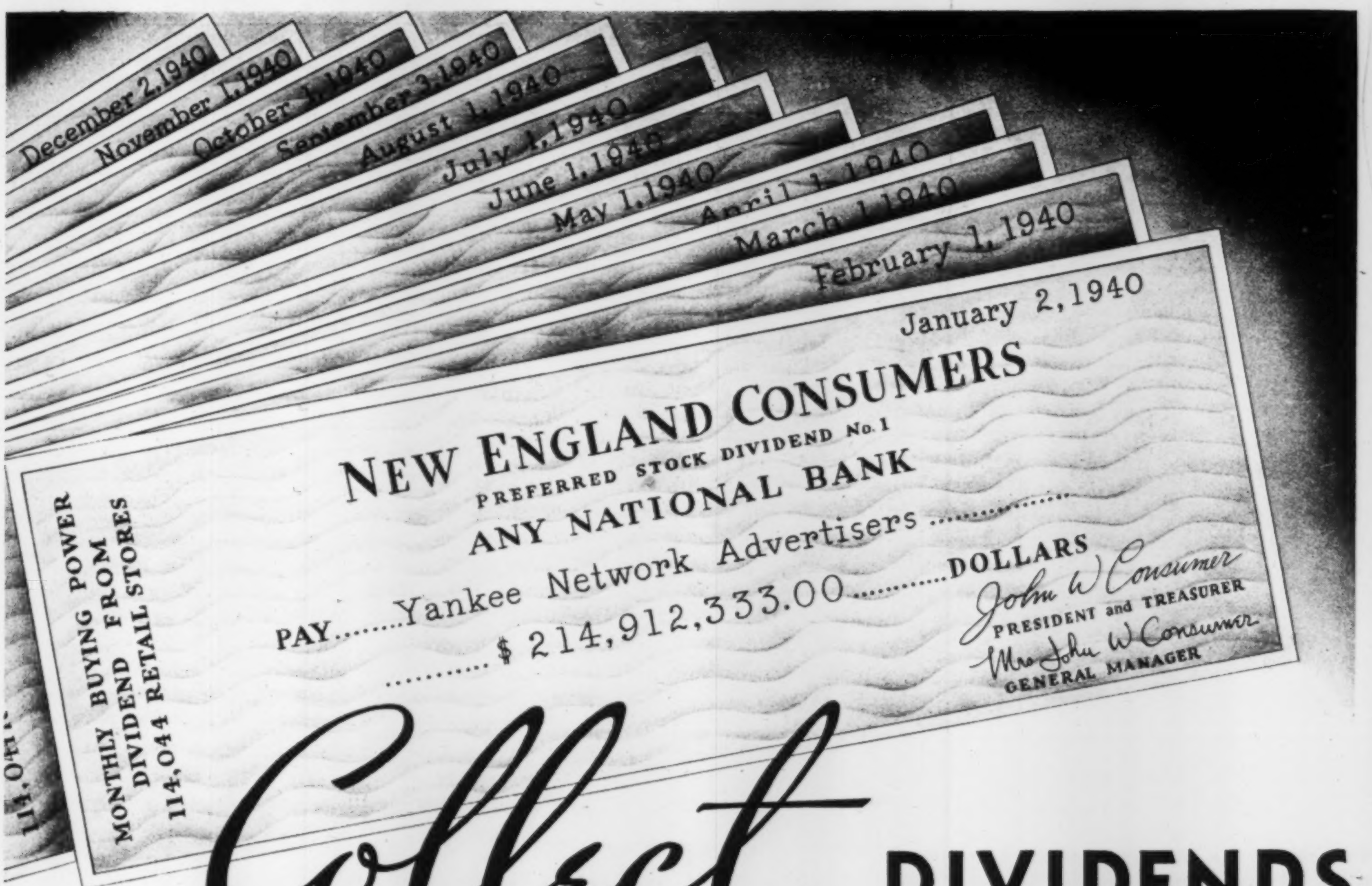
•

ANNUAL SUBSCRIPTION $3.00 INCLUDING YEAR BOOK NUMBER

CONTENTS COPYRIGHTED 1940 BY BROADCASTING PUBLICATIONS INC.

THE CBS PACE

In Audience . . . in Power . . .
in Advertiser Acceptance
. . . and in Audience Service,
every CBS index is now at
its highest point in history


December 2, 1940
November 1, 1940
October 1, 1940
September 3, 1940
August 1, 1940
July 1, 1940
June 1, 1940
May 1, 1940
April 1, 1940
March 1, 1940
February 1, 1940
January 2, 1940
NEW ENGLAND CONSUMERS
PREFERRED STOCK DIVIDEND No. 1
ANY NATIONAL BANK
PAY........Yankee Network Advertisers ....
..........$ 214,912,333.00 ....DOLLARS
John W Consumer
PRESIDENT and TREASURER
Mrs John W Consumer
GENERAL MANAGER
MONTHLY BUYING POWER
DIVIDEND FROM
114,044 RETAIL STORES
114,04

Collect DIVIDENDS FROM NEW ENGLAND IN 1940

WNAC	Boston
WTIC	Hartford
WEAN	Providence
WTAG	Worcester
WICC	Bridgeport New Haven
WNLC	New London
WCSH	Portland
WLBZ	Bangor
WFEA	Manchester
WSAR	Fall River
WNBH	New Bedford
WHAI	Greenfield
WBRK	Pittsfield
WLLH	Lowell Lawrence
WLNH	Laconia
WRDO	Augusta
WCOU	Lewiston Auburn
WSYB	Rutland

FORESIGHTED advertisers, sponsoring year 'round radio promotion in the 18 key trading areas of New England, will be on the receiving end of increased sales dividends. Here's why:

Seventy-two per cent. of New England's potential audience of 8,166,131 people live in cities or towns—46% own homes—59.8% of all homes are single houses—92% of the homes are wired for electricity—there are 1,990,900 radios.

New England's 15,569 factories alone produce goods worth $4,660,000,000 annually. Eleven per cent. of the wages earned in the United States go to New England workers.

You can hold this market and build sales 12 months of the year thru the 18 stations of The Yankee Network, with the complete coverage of all key trading areas that only this combination of stations provides.

THE YANKEE NETWORK, INC. 21 BROOKLINE AVENUE
BOSTON, MASSACHUSETTS
EDWARD PETRY & CO., INC., Exclusive National Sales Representatives

Published semi-monthly, 25th issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington, D. C. Entered as second class matter March 14, 1933, at the Post Office at Washington, D. C., under act of March 3, 1879.

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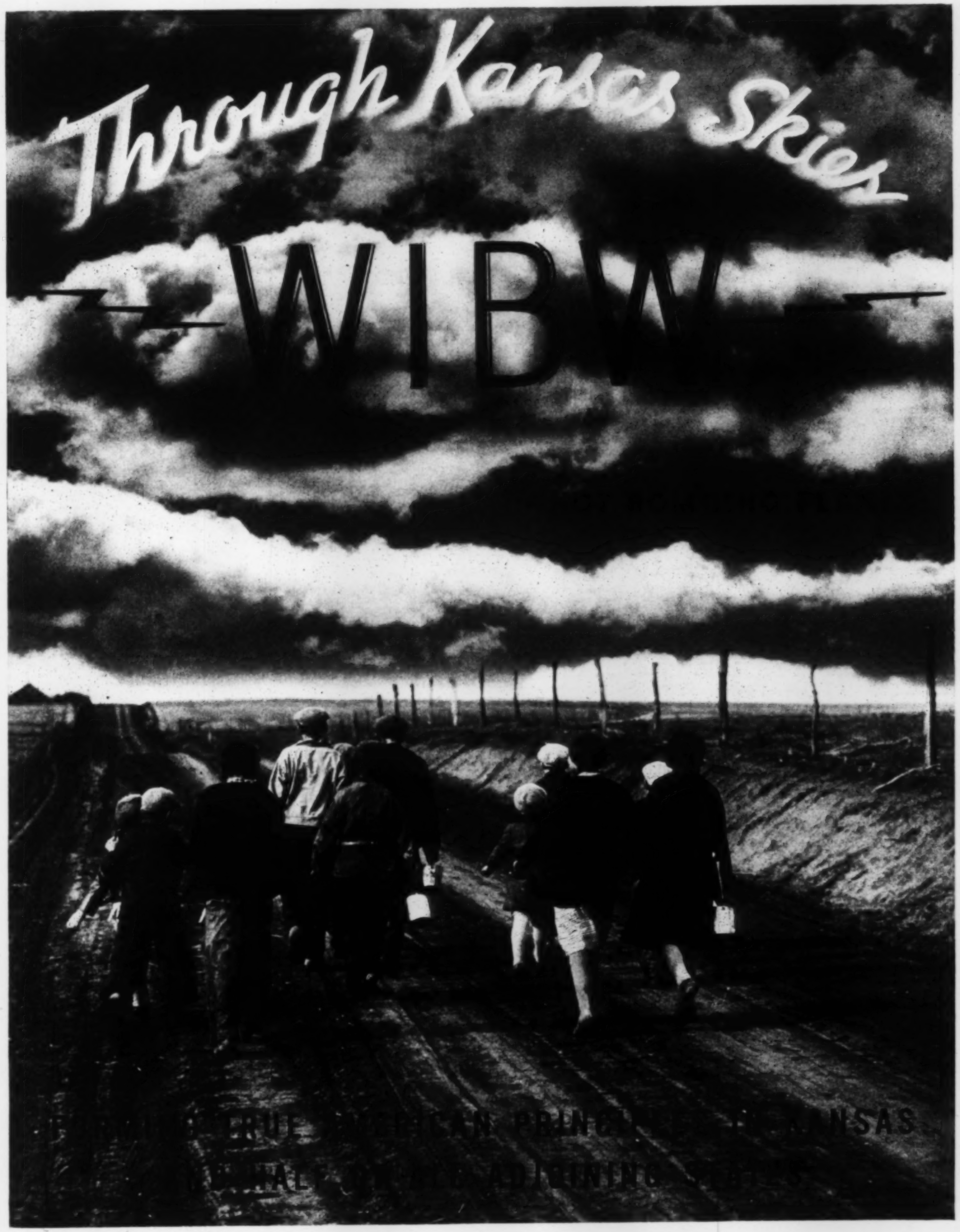

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NO ADVERTISING CAMPAIGN IS COMPLETE WITHOUT WSM

JACK DeWITT
Chief Engineer

HARRY STONE
General Manager

JACK STAPP
Production

JACK HARRIS
Sports & Special Events

J. H. NOLAND
News Editor

BEASLEY SMITH
Music Director

GEORGE D. HAY
Audience Relations

PIETRO BRESCIA
Music Director

FRANCIS CRAIG
Music Director

DAVID STONE
Artists Service

ALBERT GIBSON
Sales Promotion

WINSTON DUSTIN
Sales & Merchandising

VITO PELLETTIERI
Music Librarian

~~I~~ WE

WSM has one of the largest staffs of talent and technical experts of any single station in the United States. That is one reason why WSM tailor-made shows break response and sales records for one client after another.

And this is not the result of the work of any one "genius" but the close cooperation of a well knit organization and a talent staff in excess of 250 artists.

Ask your secretary to write us today for case histories. You owe it to your firm to have this information. It will be sent by return mail.

NATIONAL REPRESENTATIVES - EDWARD PETRY & CO., INC.

WSM
NASHVILLE, TENNESSEE

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KSD

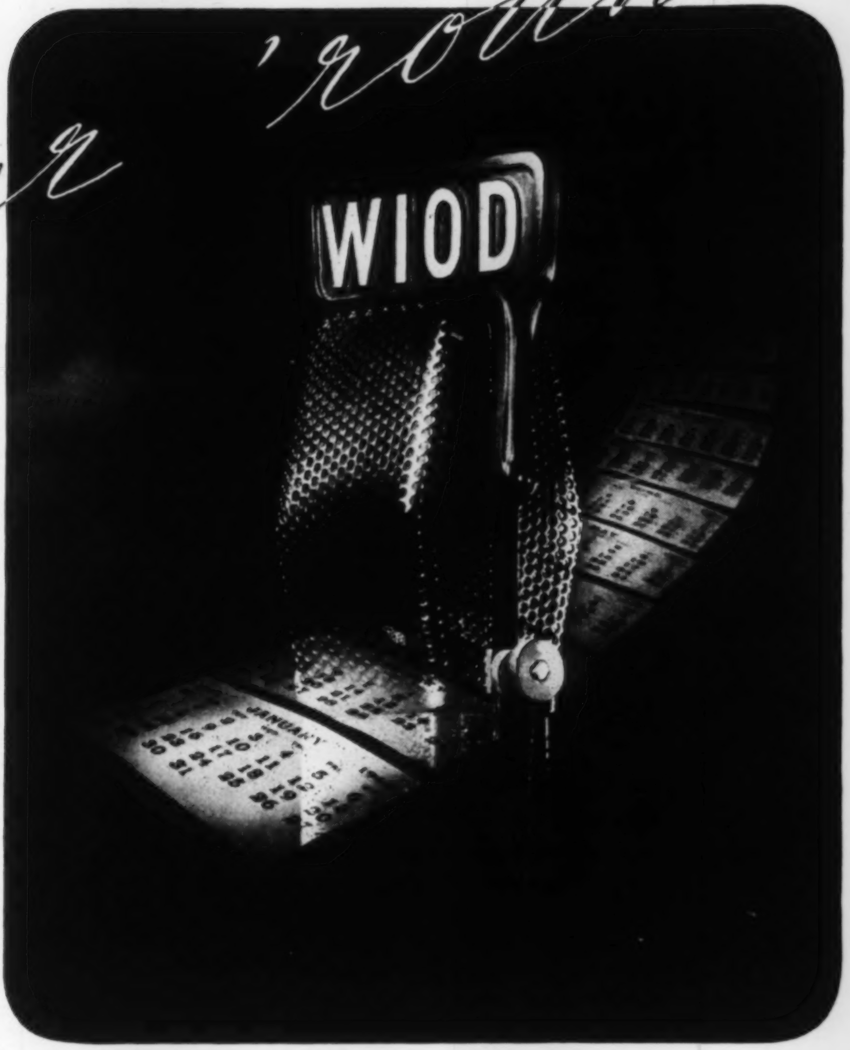
first in St. Louis

To Establish a Rigid Protection to Listeners Against the Unworthy!

Since KSD put the first programs on the air listeners have been protected against the unworthy. When advertisers began to offer commercial messages, KSD established and has continued a rigorous censorship. Today, it is generally acknowledged that commercial broadcasts over KSD must meet high standards of ethics—a protection which listeners and advertisers appreciate.

NBC BASIC RED NETWORK *THE DISTINGUISHED BROADCASTING STATION*

Year 'round . . .



MIAMI . . . winter and summer . . . the South's TOP market . . . Sell it the year 'round through WIOD . . . NBC Red and Blue outlet . . . 610 on the dial —where South Florida listens!

XUM

OUT IN FRONT—

On every count, NBC is the broadcasting leader!

LEADERSHIP in anything is earned. And NBC has earned its leadership in broadcasting with performance. The kind of performance that has firmly welded the word "radio" with "NBC" in the minds of America's millions.

NBC's leadership covers all phases of broadcasting. On every count. NBC is out in front. And this "all the way" leadership is due in large measure to the fact that NBC draws freely on the experience, research and resources of the Radio Corporation of America, the only organization in the world that makes and does everything in radio and sound!

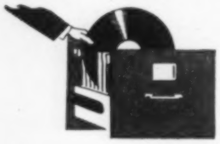
NBC—out in front with PROGRAMS

During 1939 more than 55,000 programs were broadcast by NBC. These were sent out on the Red and Blue Networks, both of which were—and still are—on the air for an average of 18½ hours a day—a total of 37 hours. These programs were put on the air for some 26,000,000 radio families in the U. S. to hear—free. In addition, many of them were heard by other millions in foreign lands via short wave and through arrangements with broadcasting organizations in other countries. For 13 years the majority of America's most popular programs—both day and night—have been heard over the Networks of the National Broadcasting Company.

VITAL SPOTS!

NBC—out in front in SPOT and LOCAL ADVERTISING

"Vital Spots" indeed are the territories covered by NBC Managed Stations. And Spot advertisers have discovered the economy of using these stations to cover large areas at low cost. Most of the NBC Spot stations are superpower transmitters on clear channels covering major markets. Their combination of adequate power and favorable frequency enables advertisers to get complete coverage in markets with buying power.



NBC—out in front with TRANSCRIPTIONS

The new RCA-NBC Orthacoustic Transcriptions . . . an achievement of RCA and NBC engineers . . . provide the "truest recorded sound you've ever heard"—literally sound like Live Studio Broadcasts.

For national spot advertisers, NBC Transcription Service produces custom built and syndicated programs—and supplies recording facilities for agencies, program producers and artists. NBC Thesaurus Service is used by more than 200 radio stations.

NBC—out in front in SHORT WAVE

Sixteen hours a day—every day in the week—NBC short wave stations are on the air . . . broadcasting in six languages to more than 80 foreign lands. The tremendous amount of fan mail from these far away countries is indicative of the intense interest NBC has awakened in listeners . . . an interest that has built at NBC the largest short wave broadcasting staff in American radio . . . an interest that is now being offered as a profitable advertising medium to commercial sponsors.

ALL THE WAY!

NBC—out in front with NETWORKS

There are two NBC Networks—the Red and the Blue. The Red is the world's leading advertising medium—some $35,000,000 having been invested in it by advertisers during 1939. Its facilities and programs are unexcelled—and with them, it attracts and holds the biggest listening audience in the world.

The NBC Blue Network enables advertisers to reach a vast coast-to-coast audience in the "Money Markets" at lowest cost nationally. Splendid buy that it is, NBC keeps making it *better* by constantly improving station facilities. These are the reasons why Blue Network advertisers keep coming back for more—year after year!

NBC—out in front in ARTISTS SERVICE

NBC Artists Service is one of the largest talent organizations in the world. It offers a variety of top-flight artists second to none—plus the unmatched experience of NBC as a program building background. Not only does it provide artists with personal management and valuable guidance, but has them available for every type of entertainment, public and private. NBC Artists Service offers radio advertisers and their agencies talent specifically suited to the advertisers' problems—talent that successfully answers the sales and program plans he has in mind. The service also furnishes program ideas and complete casts.

NBC—out in front "IN THE PUBLIC INTEREST"

"Radio is a public service." That is an NBC creed and NBC tries, at all times, to operate its networks accordingly. That is why both sides of important public questions always have been presented. (Most noteworthy example is the famous "America's Town Hall" program—an NBC feature.) It is also why news of national and international significance is swiftly and skilfully reported. NBC broadcasts "in the public interest" have played a major part in making Americans the best informed people in the world . . . have done much to increase the pleasures of modern life.

NBC—out in front in TELEVISION

As this is written, NBC has been on the air with regular television programs for 8 months. Months marked by outstanding progress.

On the air 10 hours a week, Wednesday through Sunday, NBC is bringing televiewers the matchless thrills of major sporting contests, the finest productions of stage and screen, news events as they happen—and a variety of other splendid programs.

Television has gone far under the guidance of NBC. Seeing is believing—"it's yours for the viewing"!

NATIONAL BROADCASTING COMPANY

The World's Greatest Broadcasting System

●

A RADIO CORPORATION OF AMERICA SERVICE

"Got any jobs for me?"

One of the things on which we pride ourselves most, here at Free & Peters, is the *variety* of ways in which we are equipped to be really helpful to agencies and advertisers everywhere.

This versatility is partly a result of our almost unmatchable experience in radio—partly a result of deliberate planning (and spending). Our fourteen men have a total of more than 175 years in radio and advertising, including experience in seven leading agencies and several top-flight newspapers and radio stations. And these *experienced* men are strategically located in six offices from Coast to Coast, equipped with teletypes, data libraries, auditioning facilities, etc.—ready, willing and *able* to serve you well.

That service includes market studies, coverage analyses, merchandising help —almost *any* sort of cooperation you can possibly need. . . . We hope you will test *both* our ability and our eagerness to help you.

EXCLUSIVE REPRESENTATIVES:

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WCKY	CINCINNATI
WOC	DAVENPORT
WHO	DES MOINES
WDAY	FARGO
WOWO-WGL	FT. WAYNE
KMBC	KANSAS CITY
WAVE	LOUISVILLE
WTCN	MINNEAPOLIS-ST. PAUL
WMBD	PEORIA
KSD	ST. LOUIS
WFBL	SYRACUSE
. . . SOUTHEAST . . .	
WCSC	CHARLESTON
WIS	COLUMBIA
WPTF	RALEIGH
WDBJ	ROANOKE
. . . SOUTHWEST . . .	
KGKO	FT. WORTH-DALLAS
KOMA	OKLAHOMA CITY
KTUL	TULSA
PACIFIC COAST	
KECA	LOS ANGELES
KOIN-KALE	PORTLAND
KSFO-KROW	SAN FRANCISCO
KVI	SEATTLE-TACOMA

FREE & PETERS, INC.

(and FREE, JOHNS & FIELD, INC.)

Pioneer Radio Station Representatives

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Franklin 6373	*Plaza 5-4131*	*Trinity 2-8444*	*Sutter 4353*	*Vandike 0569*	*Jackson 1678*

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Broadcast Advertising in 1939

DR. HERMAN S. HETTINGER

Associate Professor of Marketing, University of Pennsylvania

BROADCAST advertising *net time sales* in 1939 amounted to approximately $131,000,000, it is estimated on the basis of preliminary information regarding station revenues available at current writing.[1] This represents a gain of approximately 12% over the preceding year's level.

If the more conventional figure of *gross time sales* is taken, broadcast advertising volume in 1939 totalled somewhat in excess of $171,000,000, or an increase of 14% over 1938. This figure is directly comparable to the published total of $151,484,000 for national magazine advertising. Gross time sales are arrived at by multiplying the facilities used by the single time or insertion rate. Net time sales, on the other hand, represent advertising volume following the deduction of cash discounts and also discounts granted on the basis of amount of time used or frequency of broadcasting. They, therefore, are more representative of the true volume of the medium.

Estimated *net time sales* for the medium during 1939 are as follows:

Radio Advertising Net Time Sales (1939 Estimates)

Portion of the Medium	*Net Time Sales*	*Percent Total*
National networks	$64,000,000	49.0%
National & regional non-network	31,900,000	24.5%
Local advertising	34,900,000	26.5%
Total	$130,800,000	100.0%

Two features should be noted in the above estimates. No figure has been given for regional network advertising. Conditions have been in such a state of flux during the last year with regard to the formation and operation of regional networks that an estimate of their volume has not been deemed practical at this time. The breakdown of station net time sales between national and regional non-network business and local advertising also should be applied with a certain degree of caution because of lack of uniformity of classifying accounts in these categories on the part of stations.

Gross Time Sales (1939)

Gross time sales for the medium during 1939 are estimated to have been as follows:

Portion of the Medium	*Gross Time Sales*	*Percent Total*
National networks	$83,113,813[2]	48.5%
National & regional non-network	42,000,000	24.5%
Local advertising	46,000,000	27.0%
Total	$171,113,813	100.0%

On the basis of these estimates, national network volume increased 15.9% during the year, national and regional non-network advertising approximately 12%, local broadcast advertising in the neighborhood of 15%. Total non-network business gained about 13% over 1938.

Comparison With Other Media

Radio experienced a greater growth in volume during 1939 than did any other advertising medium. Compared to an estimated 14% increase in broadcasting time sales, national magazine advertising rose 9.1%, national farm paper volume 2.6%, newspaper lineage 1.5%.

Gross volume of national magazines—directly comparable to radio's *gross time* sales—amounted to $151,484,530 in 1939.[3] Gains, however, were not general and the major portion of the medium's increase was due to an 18.6% rise in the advertising volume of weekly magazines. Advertising in general women's magazines declined 1.3% as compared to 1938, while only slight gains were experienced by other groups. National farm paper advertising in 1939 was $10,085,880.

Newspaper advertising in 1939 totalled 1,243,549,515 lines, an increase of 1.5% over the preceding year.[4] Total display advertising increased 2.1%, due almost entirely to a rise of 2% in retail lineage. General advertising — the product advertising of manufacturers and other non-retail distributors — remained at the same level as during the preceding year. The most important gain in the newspaper field was an 11.5% increase in automotive lineage. Since newspaper rate structures have not changed materially during the year just closed the comparison of lineage with magazine and radio dollar volume is a practical means of measuring relative media trends.

Official Count of U. S. Broadcasting Stations

(From records of FCC)

Jan. 1, 1922	30
March 1, 1923	556
Oct. 1, 1924	530
June 30, 1925	571
June 30, 1926	528
*Feb. 23, 1927	733
July 1, 1928	677
Nov. 9, 1929	618
July 1, 1930	612
July 1, 1931	612
Jan. 1, 1932	608
Jan. 1, 1933	610
†Jan. 1, 1934	591
Jan. 1, 1935	605
Jan. 1, 1936	632
Jan. 1, 1937	685
Jan. 1, 1938	721
Jan. 1, 1939	764
Jan. 1, 1940	814

* *Federal Radio Commission takes over regulation from Dept. of Commerce.*

† *Federal Communications Commission replaces Federal Radio Commission July 11, 1934.*

Media offering especially widespread *general* circulation seem to have experienced the greatest relative growth in advertising volume, as evidenced by the 18.6% increase in weekly magazine advertising and the 15.9% gain in network gross time sales. Both of these media secure their principal revenues from large manufacturers with national distribution. Since concerns of this type seem to increase their advertising appropriations more rapidly than does industry as a whole following periods of recession such as 1938, this practice may largely explain the aforementioned trend.

National Network Trends

National network advertising reflected improved business conditions and gained 15.9% over the preceding year as compared to a 5.1% increase in 1938. Total gross time sales of the national networks totalled $83,113,813 for 1939 and were the largest in the history of the medium. National network volume has increased steadily since the depression and, with the exception of 1938, has grown between 16 and 20% each year since 1935. Gross time sales for national networks have risen 66.1% since 1935.

National network gross time

---

[1] National network gross time sales have been secured in toto from the networks and from Publishers' Information Bureau network reports, and net time sales have been calculated from this base. Station revenues have been estimated on the basis of a 12 per cent sample of the medium's sales in recent years. While the sample undoubtedly is small enough to allow some margin of error—especially if breakdowns are attempted—the component stations seem to have been sufficiently representative to be indicative of broad general trends.

[2] Publishers' Information Bureau network reports. This is not an estimate but a complete summary of the year.

[3] National magazine and farm paper volume as compiled by Publishers' Information Bureau.

[4] Newspaper lineage as compared by Media Records.

sales during the past decade were as follows:

1930	$26,816,156
1931	35,787,299
1932	39,106,776
1933	31,516,298
1934	42,647,081
1935	50,067,686
1936	59,743,860
1937	69,315,573
1938	71,728,400
1939	83,113,813

The rapid increase in national network volume following the slackening off in 1938 undoubtedly was due mainly to the concentration of network business in convenience goods advertising and, more especially, in the large manufacturers of products of this class. Convenience goods include articles purchased in small units, with high repeat sales, such as food products, chewing gum and confectionery, toilet goods, pharmaceuticals, soaps and kitchen supplies, tobacco products, and gasoline and lubricants. These products have represented an increasing proportion of total national network business annually. In 1930 they accounted for 50% of national network volume, 71% in 1935, 84.5% in 1938, 87.4% in 1939.

Large manufacturers in these and other fields also have become increasingly important in national network advertising. This is evidenced by the fact that, although total network volume rose 15.9% from 1938 to 1939, the average expenditure per company rose approximately 20%. In 1938 the 20 companies with national network expenditures of $1,000,000 and over represented 50.6% of network volume and in 1939 companies of the same class — again 20 — accounted for $43,166,644 or 52% of the network total.

Day and Nightime Trends

The trend toward increased daytime advertising continued in 1939 over national networks. Daytime volume, exclusively of Sunday afternoon, rose 23.4% during the year, while evening advertising increased 14.5%. Sunday afternoon advertising declined approximately one-fifth. Daytime gains have been striking since 1935, total daytime volume increasing 159% since that year as compared to a 47.1% increase in nightime business.

Trends in Radio Sponsorship

The principal gains of importance among different product groups sponsoring national network advertising were in the tobacco, soap and housekeeping supply, drug and toilet goods, and gasoline and lubricants fields—all of them in the convenience goods category. Tobacco products advertising increased 32.8% as compared to 1938. Cigarette and other tobacco advertising have registered important gains in network volume for several years and 1939 gross time sales for this product group were 233.5% above those of 1935.

Food and food beverage advertising gained 13.1% during the year. Principal increases were as follows: fruits, nuts and vegetables, 150%; meats, 18.9%; miscellaneous food products, 18.9%; cereals 8.6%. Food beverage volume remained comparatively unchanged. Food advertising has increased consistently and in 1939 exceeded the 1935 level by 87.9%.

Advertising in the toilet goods and pharmaceuticals fields increased 15.3% as compared to the preceding year. Dentrifice advertising rose 61.4%, toilet goods volume 30.3%, drug advertising 6.4%. Advertising by cosmetic manufacturers declined 13.5%. Combined drug and toilet goods volume has gained but 36.5% since 1935, due principally to reduced pharmaceutical advertising.

Soap and housekeeping supplies increased their advertising over national networks 28.4% as compared to 1938, the entire gain being accounted for by laundry soaps. In 1939, network advertising by this product group exceeded the 1935 level by 292%. Lubricants and petroleum products volume rose 34% during the year and in 1939 just exceeded 1935 network advertising expenditures. Network advertising in this field has tended to fluctuate to a greater extent than that of other convenience goods.

National Networks' Gross Monthly Time Sales

See also pages 16-17

	1939	*% Gain over 1938*	*1938*
NBC			
Jan.	$4,033,900	6.3%	$3,793,516
Feb.	3,748,695	7.2	3,498,053
March	4,170,852	9.6	3,806,831
April	3,560,984	7.6	3,310,505
May	3,702,102	8.4	3,414,200
June	3,382,404	5.7	3,200,569
July	3,283,555	11.0	2,958,710
Aug.	3,312,570	12.6	2,941,099
Sept.	3,315,307	11.3	2,979,241
Oct.	4,219,253	11.8	3,773,964
Nov.	4,234,984	8.6	3,898,919
Dec.	4,279,748	10.1	3,887,072
Total	$45,244,354	9.1%	$41,462,679
CBS			
Jan.	2,674,057	—7.1	2,879,945
Feb.	2,541,542	—5.2	2,680,335
March	2,925,684	—3.6	3,034,317
April	2,854,026	17.7	2,424,180
May	3,097,484	25.4	2,442,283
June	2,860,180	34.8	2,121,495
July	2,311,953	69.1	1,367,357
Aug.	2,341,636	64.2	1,423,865
Sept.	2,563,132	60.0	1,601,755
Oct.	3,366,654	41.0	2,387,395
Nov.	3,474,163	41.6	2,453,410
Dec.	3,529,154	39.5	2,529,060
Total	$34,539,665	26.3%	$27,345,397
MBS			
Jan.	315,078	16.7	269,894
Feb.	276,605	9.2	253,250
March	306,976	31.8	232,877
April	262,626	38.6	189,545
May	234,764	20.9	194,201
June	228,186	12.7	202,412
July	216,583	29.6	167,108
Aug.	205,410	24.7	164,626
Sept.	210,589	5.1	200,342
Oct.	428,221	23.1	347,771
Nov.	327,045	—10.4	360,929
Dec.	317,699	—5.8	337,369
Total	$3,329,782	14.0%	$2,920,324

Spectacular gains were experienced in a number of less important categories of national network advertising sponsors. Financial and insurance volume rose 164.3% in 1939, due principally to new appropriations amounting to $484,570 by insurance companies. Insurance advertising over national networks has been spotty, but last year exceeded the 1935 level by 134.2%.

Clothing advertising gained 206.3% during the year, principally due to an increase in the men's clothing field, but remained 38.8% below the 1935 level. Jewelry and silverware gross time sales gained 176% as compared to 1938, but exceeded the 1935 level by only 31%.

Other gains during the year were as follows: building materials, 35%; confectionery and beverages, 12.8%; paints and hardware, 24%; shoes and leather goods, 21%.

Losses were experienced in several fields. The most important decrease has been in the automotive industry, where gross time sales dropped 21.2% from the 1938 level and were 24.6% below that of 1935. In recent years the automotive industry has increasingly used non-network advertising, and the limited data available indicates that further increases have probably occurred in this portion of the medium during 1939. However, the 11.5% rise in automotive newspaper linage suggests that part of the decline in recent years has been due to a shift from the radio medium.

Radio and musical instrument gross time sales dropped 23.8% during the year and were 19.5% below 1935. Furniture and housefurnishings volume decreased 18.9% but remained at slightly more than double the 1935 level. Radio advertising by publishers decreased 37.1% during the year. Machinery and farm equipment advertising over networks was practically discontinued during the year; travel and hotel volume dropped 25%, and wine and beer advertising decreased from $327,237 to $9,744. Political advertising was unimportant in 1939 as compared to gross time sales for $138,105 for that purpose during the preceding year. Sponsorship by those products classified in the miscellaneous groups dropped 6.6% during the year.

Five-Year Network Trends

An examination of five-year trends in national network sponsorship confirms the observation made earlier that an increasing proportion of total business was being concentrated in the convenience goods categories. With few exceptions, gross time sales of specialty goods (such as automobiles, radios and electrical household equipment)

(Continued on page 14)

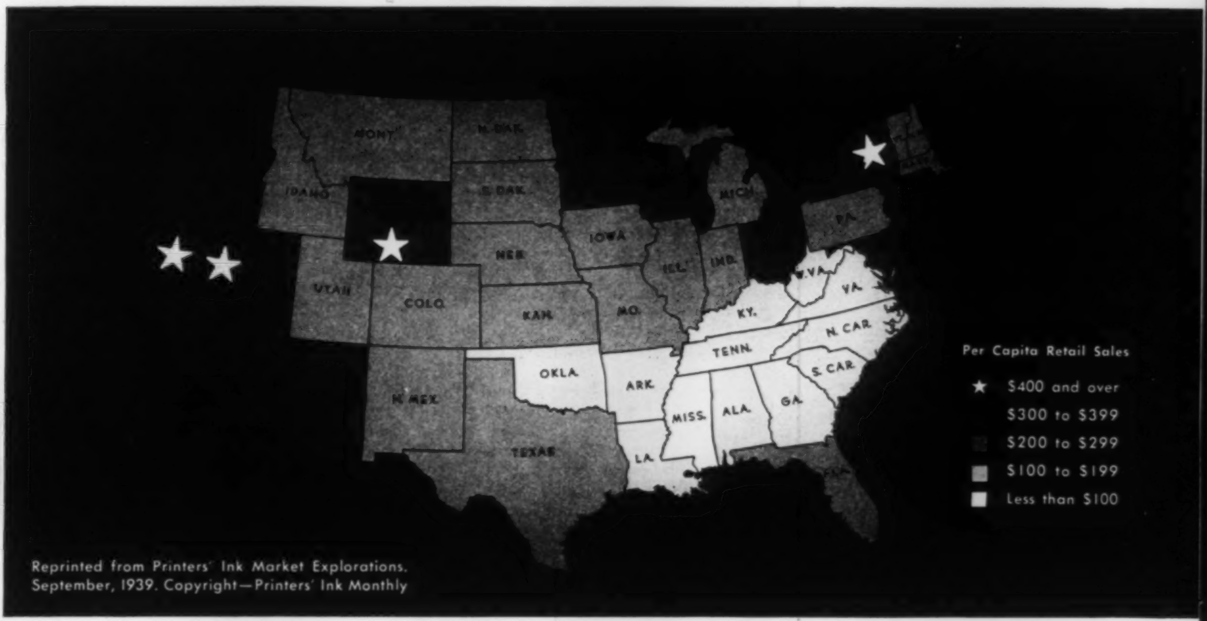
National Network Broadcast Advertising By Kinds of Sponsoring Business: 1939[1]

(Gross Time Sales)

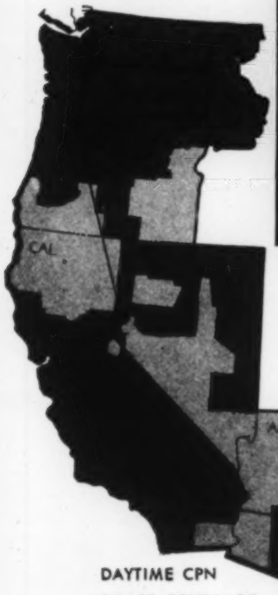
Kinds of Sponsoring Business	Jan.	Feb.	Mar.	Apr.	May	June	July	Aug.	Sept.	Oct.	Nov.	Dec.	TOTAL
1. Automotive Industry	$321,695	$297,452	$364,465	$335,664	351,314	$279,519	$253,722	$232,471	$182,419	$220,394	$217,422	$219,342	**$3,275,879**
2. Building Materials	26,794	30,600	30,538	22,412	14,753	9,108	....	....	....	12,790	12,790	15,988	**175,773**
3. Cigars, Cigarettes & Tobacco	835,736	795,642	884,649	870,332	920,545	886,648	1,000,123	1,047,935	969,348	1,170,285	1,153,167	1,133,680	**11,668,090**
4. Clothing & Dry Goods	22,133	30,389	47,887	21,728	27,555	3,032	....	8,099	22,725	13,036	20,064	37,271	**253,919**
5. Confectionery, Gum & Ice Cream	143,446	136,840	159,934	202,164	205,037	199,361	218,213	217,036	209,306	206,968	183,282	193,905	**2,275,492**
6. Drugs & Toilet Goods	2,045,354	1,858,689	2,019,714	1,781,020	1,843,919	1,718,468	1,583,192	1,498,233	1,538,420	2,150,477	2,162,894	2,225,291	**22,425,671**
7. Financial & Insurance	40,620	53,470	63,540	53,565	73,950	128,634	97,317	109,206	101,857	107,029	98,126	92,435	**1,019,749**
8. Foods & Food Beverages	2,174,501	2,057,580	2,341,267	2,038,942	2,071,566	1,901,979	1,450,918	1,439,741	1,650,918	2,401,313	2,546,208	2,574,845	**24,649,778**
9. Garden & Field	....	....	....	....	....	....	....	....	....	....	....	....	....
10. House Furniture & Furnishings	49,052	38,534	38,496	39,187	65,024	18,311	22,888	23,420	47,964	61,764	45,229	49,163	**499,032**
11. Jewelry & Silverware	33,095	26,604	26,302	32,940	26,223	....	....	....	....	27,262	27,919	34,899	**235,244**
12. Lubricants & Petroleum Products	325,366	319,841	382,289	321,299	393,549	360,199	241,859	287,327	375,264	427,642	423,839	417,129	**4,275,603**
13. Machinery & Farm Equipment	140	117	70	....	....	....	....	....	....	....	....	....	**327**
14. Office Equipment	....	....	....	....	....	....	....	....	....	....	....	....	....
15. Paints & Hardware	55,789	46,802	50,476	27,267	19,392	2,200	....	....	6,632	45,451	38,192	47,956	**340,157**
16. Radios, Phonographs, Etc.	110,071	67,618	66,745	81,518	62,560	88,436	84,295	69,490	72,516	47,490	61,786	48,199	**860,724**
17. Schools & Correspondence Courses	....	....	....	....	....	....	....	....	....	1,160	5,764	8,432	**15,356**
18. Shoes & Leather Goods	3,314	2,550	2,498	3,515	38,555	33,875	32,330	49,606	52,542	58,923	13,800	3,657	**295,165**
19. Laundry Soaps & Housekeepers' Supplies	713,721	690,664	818,235	746,349	856,954	792,319	771,338	818,289	812,198	923,238	925,282	915,038	**9,783,625**
20. Sporting Goods	....	....	....	....	....	....	....	....	....	....	....	....	....
21. Stationery & Publishers	23,400	41,952	48,180	47,472	29,286	23,398	23,526	29,261	23,634	6,084	....	....	**296,193**
22. Travel & Hotels	13,035	8,218	5,808	....	1,540	5,933	10,352	....	....	....	....	....	**44,886**
23. Wines & Beer	2,315	1,578	1,135	....	....	....	....	....	....	....	3,960	756	**9,744**
24. Miscellaneous	83,460	61,702	51,285	52,263	32,628	19,351	22,720	28,802	23,286	132,823	96,468	108,618	**713,406**
TOTAL	**$7,023,037**	**$6,566,842**	**$7,403,513**	**$6,677,637**	**$7,034,350**	**$6,470,771**	**$5,812,793**	**$5,858,916**	**$6,089,029**	**$8,014,129**	**$8,036,192**	**$8,126,604**	**$83,113,813**

[1] Source: Publisher's Information Bureau, Inc., Monthly *Network Radio Broadcasting* Reports.

GO WEST... BY CBS


MONT.
N. DAK.
IDAHO
S. DAK.
MICH.
PA.
NEB.
IOWA
UTAH
COLO.
ILL.
IND.
W.VA.
VA.
KAN.
MO.
KY.
N. CAR.
TENN.
OKLA.
ARK.
S. CAR.
N. MEX.
MISS.
ALA.
GA.
TEXAS
LA.
FLA.
Per Capita Retail Sales
★ $400 and over
$300 to $399
$200 to $299
$100 to $199
Less than $100

Reprinted from Printers' Ink Market Explorations. September, 1939. Copyright—Printers' Ink Monthly



DAYTIME CPN
COAST COVERAGE

The 'Coast' is America's #1 per capita market. Sell it ALL with the 'Coast's' leading network!

THE spectacular long-range coverage of the Columbia Pacific Network richly matches the West's vast and far-above-average buying power; delivers *all* this wealthy market—at the *lowest* cost per thousand families.

PRIMARY COVERAGE—BY DAY: 100% of the West's seven major metropolitan markets and over 85% of the profitable (but hard-to-cover) towns and rural areas—where 2,637,207 families annually spend $3,495,000,000 at retail every year.

AND BY NIGHT: 100% of the West's seven major metropolitan markets plus over 97% of the towns and rural areas where 2,800,433 families, who spend $3,741,000,000 at retail every year, regularly listen to the Columbia Pacific Network.

PRIME RECEPTION—On the Columbia Pacific Network you are superlatively bracketed between the top-notch programs of radio's greatest advertisers. *They* use the Columbia Pacific Network so that they, too, can sell *all* the West—economically!

COLUMBIA *Pacific* NETWORK

A DIVISION OF THE COLUMBIA BROADCASTING SYSTEM

Palace Hotel, San Francisco—Columbia Square, Los Angeles. Represented by Radio Sales: New York · Chicago · Detroit · St. Louis · Charlotte, North Carolina

RETAIL RADIO SALES IN THE UNITED STATES, 1922-1939

(Compiled for the 1940 BROADCASTING YEARBOOK by O. H. Caldwell, Editor of "Radio Today")

	Total Sets		Total Tubes		Motor Car Sets		Total Sales of Broadcast Receivers Tubes, Batteries, Parts	Home with Radio Sets	Auto Sets in Use	Total Radio Sets in Use in U. S.
	Number	*Value*	*Number*	*Value*	*Number*	*Value*	*Value*	*Number*	*Number*	
1922	100,000	$5,000,000	1,000,000	$6,000,000	....	....	$60,000,000	60,000	....	†400,000
1923	550,000	15,000,000	4,500,000	12,000,000	....	....	136,000,000	1,000,000	....	†1,500,000
1924	1,500,000	100,000,000	12,000,000	36,000,000	....	....	358,000,000	2,500,000	....	3,000,000
1925	2,000,000	165,000,000	20,000,000	48,000,000	....	....	430,000,000	3,500,000	....	4,000,000
1926	1,750,000	200,000,000	30,000,000	58,000,000	....	....	506,000,000	5,000,000	....	5,000,000
1927	1,350,000	168,000,000	41,200,000	67,300,000	....	....	425,600,000	6,500,000	....	6,500,000
1928	3,281,000	400,000,000	50,200,000	110,250,000	....	....	690,550,000	7,500,000	....	8,500,000
1929	4,428,000	600,000,000	69,000,000	172,500,000	....	....	842,548,000	9,000,000	....	10,500,000
1930	3,827,800	300,000,000	52,000,000	119,600,000	34,000	$3,000,000	496,432,000	12,048,762	....	13,000,000
1931	3,420,000	225,000,000	53,000,000	69,550,000	108,000	5,940,000	300,000,000	14,000,000	100,000	15,000,000
1932	3,000,000	140,000,000	44,300,000	48,730,000	143,000	7,150,000	200,000,000	16,809,562	250,000	18,000,000
1933	3,806,000	230,099,000	59,000,000	49,000,000	724,000	28,598,000	300,000,000	20,402,369	500,000	22,000,000
1934	4,084,000	270,000,000	58,000,000	36,600,000	780,000	28,000,000	350,000,000	21,456,000	1,250,000	28,000,000
1935*	6,026,800	330,192,480	71,000,000	50,000,000	1,125,000	54,562,500	370,000,000	22,869,000	2,000,000	30,500,000
1936*	8,248,000	450,000,000	98,000,000	69,000,000	1,412,000	69,188,000	500,000,000	24,600,000	3,500,000	33,000,000
1937*	8,064,780	450,000,000	91,000,000	85,000,000	1,750,000	87,500,000	537,000,000	26,666,500	5,000,000	37,600,000
1938*	7,100,000	250,000,000	80,000,000	105,000,000	800,000	32,000,000	340,000,000	27,500,000	5,800,000	40,800,000
1939*	9,000,000	289,000,000	91,000,000	114,000,000	1,200,000	48,000,000	375,000,000	28,700,000	6,500,000	45,200,000

* Figures for sets include value of tubes in receivers. Totals include exports. In recent years, replacement tubes have run about 40% of total tube sales. All figures are at retail value. † Includes home-built sets.

(*Continued from page 12*)

and shopping goods (such as furniture, house-furnishings, silverware and jewelry), have either declined as compared to 1935 or have grown less rapidly than has national network advertising as a whole.

Changing Volume by Products

Changing volume of national network advertising by different product groups has affected the composition of total network volume as follows:

Product group	*Percent total gross time sales* *1939*	*1938*	*1935*
Automotive industry	3.7%	5.4%	7.9%
Building materials	.2	.1	1.0
Cigars, cigarettes & tobacco	14.0	12.2	7.0
Clothing and dry goods	.2	.1	.8
Confectionery	2.7	2.8	2.6
Drugs and toilet goods	27.0	27.0	33.0
Financial and insurance	1.2	.5	.8
Food and food beverages	29.6	30.5	27.0
Furniture and house furnishings	.6	1.0	.4
Jewelry & silverware	.2	.1	.3
Lubricants and petroleum	5.1	4.2	7.6
Machinery and farm equipment	----	.2	----
Office equipment	----	----	.6
Shoes and leather goods	.4	.3	.3
Laundry soaps and housekeeping supplies	11.7	10.6	5.0
Stationery & publishers	.4	.6	.9
Travel and hotels	.1	----	.1
Wines & beer	----	.5	----
Miscellaneous	1.5	1.9	2.5
Total	100.0%	100.0%	100.0%

The principal shifts in relative importance are those which might have been expected. The food industry has moved into first place since 1935 while the drug and toilet goods field has dropped to second ranking. In 1939 food and food beverages accounted for 29.6% of national network volume, while drugs and toilet goods represented 27% of gross time sales. Tobacco product advertising has risen from 7% of the network total in 1935 to 14% in 1939, while the increase in the relative importance of laundry soap and housekeeping supply volume since 1935 has been from 5% to 11.7%. On the other hand, automotive advertising, which in 1935 represented 7.9% of gross time sales, only accounted for 3.7% in 1939.

Non-network Sponsor Trends

Complete information on national and regional non-network sponsor trends is not available. However, the quarterly reports issued on spot advertising by Publishers' Information Bureau for certain groups of stations provide some interesting data on this point. Examination of the stations furnishing information to the Bureau indicates that, for the most part, they are the more enterprising regional and clear channel stations situated in the more important markets of the country. They therefore cannot be considered representative of the medium as a whole, but may be of interest in that they are the type with which national advertisers are most concerned. Gross time sales information available at the present writing is limited to the first three quarters of the year and summarizes the reports of 139 stations for that portion of 1939.

National Non-Network Advertising By Product Groups Over Selected Radio Stations (First three quarters)*

Product Group	*Gross Time Sales January-September 1939 (139 stations)*
1. Automotive industry	$ 421,260
2. Building materials	60,697
3. Cigars, cigarettes & tobacco	985,474
4. Clothing	111,081
5. Confectionery & soft drinks	594,601
6. Drugs & toilet goods	2,526,959
7. Financial & insurance	144,563
8. Food & food beverages	3,162,781
9. Garden & field	94,654
10. Furniture & house furnishings	249,149
11. Jewelry & silverware	887,275
12. Lubricants & petrol. products	1,313,717
13. Machinery & farm equipt.	110,270
14. Office supplies	245
15. Paints & hardware	24,721
16. Radios & musical instruments	285,904
17. Schools & correspondence courses	89,765
18. Shoes & leather goods	224,997
19. Laundry soaps & housekeeping supplies	735,346
20. Sporting goods	4,338
21. Stationery & publishers	111,647
22. Travel	183,350
23. Wines and beer	496,547
24. Miscellaneous	541,943
Total	$13,361,284

The task of estimating trends even on these stations is rendered extremely difficult by the fact that the same number do not report for each year; the 1938 report, for instance, being based on 167 stations as compared to 139 stations for 1939. However, if the broad assumption can be made that stations added or dropping out for any particular year are not very different in character of business from those remaining in the sample—a not completely improbable assumption—it may be possible to develop at least a rough indication of national non-network trends.

Proceeding on this basis, national non-network advertising on PIB reporting stations probably increased as follows during 1939: Automotive, approximately 10%; tobacco products, 35%; confectionery and soft drinks, 75%; drugs and toilet goods, 30%; jewelry and silverware, 30%; lubricants and petroleum products, 50%. Radio set and phonograph advertising gained about 25%; soaps and kitchen supplies, approximately 30%; wines and beer advertising, 40%; food advertising, in the neighborhood of 20%. Shoe and leather goods advertising and furniture and house furnishing volume more than doubled. Important gains also seem to have occurred in travel and hotel, and financial advertising. Few losses were recorded at all, and these occurred almost entirely in the less important national non-network product categories. It is interesting to note that upward trends have occurred for the most part in the same product groups as were experiencing the more important increases at the time of the discontinuance of NAB broadcasting reports in the summer of 1937.

To the extent to which PIB reporting stations are typical of the medium as a whole, national and regional non-network advertising is less concentrated in a few product groups than is national network volume. Convenience goods gross times sales—food, drug and toilet goods, lubricants and petroleum products, tobacco, soaps and kitchen supplies, confectionery and soft drinks—on the 139 reporting stations accounted for but 70% of national non-network volume, as compared to 87.4 per cent in the case of national networks.

Incompleteness of Radio Data

The task of estimating broadcast advertising volume and of evaluating trends in the medium is materially handicapped by important gaps in non-network data and by lack of standardization in the collection of information.

It has been five years since the Census of Business gave the industry its first comprehensive survey of the medium, of the distribution of network and non-network business among various classes of stations and in different parts of the country and similar valuable information. This base, therefore, has little current value and the radio report is not to be repeated in 1940.

The statistical data collected by the FCC Accounting Department under Order No. 38 for 1937, and so excellently summarized by it in its testimony before the Commission on June 6, 1938, added a great deal of important information regarding radio advertising, some of it never available before. However, the Commission's logical concern with regulation has naturally limited its dissemination of advertising data in spite of some extremely helpful data released in this field.

The discontinuance of the NAB broadcast advertising reports in the summer of 1937 left the quarterly reports of Publishers' Information Bureau the only source of information for national and regional non-network advertising according to type of sponsoring business; data essential to an intelligent comparison of spot and network trends within the medium. In spite of their coverage of between 140 and 225 stations annually and their undoubted value to stations and advertisers, the usefulness of the PIB spot reports is limited in trend analysis by the fact that the number of stations vary yearly.

National-Regional vs. Local

Problems of classification of business also impose increasing difficulties. The line of demarcation between "national and regional non-network" and "local" business seems to be increasingly hard to determine, probably due to the growing flexibility of the medium. With the present uncertainty as to the meaning of these two terms, the task of comparing "national and regional non-network" and "local" data for different years and from different sources is made extremely difficult. Indeed there is grave question whether the industry would not be better off if it would drop these non-network designations and apply instead the "general" and "retail" classifications used in the newspaper field; "general" to be applied to the advertising of manufacturers and others distributing their goods through retail stores, and "retail" for retail stores and other selling directly to ultimate consumers.

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* *Source*: Publishers' Information Bureau "Spot Radio Broadcasting" quarterly reports.

FOR ST. LOUIS SALES

OK

KXOK

Owned and Operated by the St. Louis Star-Times

1000 Watts – Full Time ★ Nationally Represented by WEED & CO.

Major Networks' Gross Billings by Advertisers: 1939

NBC Gross Billings

Procter & Gamble Co.	$6,485,788
Camay $731,210	
Chipso $523,533	
Crisco $858,988	
Dreft $235,265	
Drene $116,176	
Ivory Flakes $767,696	
Ivory Soap $819,614	
Lava Soap $269,910	
Oxydol $1,191,187	
Teel $372,057	
White Naphtha Soap $600,152	
Sterling Products	$3,047,077
Bayer Aspirin $435,499	
Bayer Lozenges $22,078	
Cal-Aspirin $122,979	
Haley's M-O $190,355	
Dr. Lyons Tooth Powder $993,557	
Mulsified Oil Shampoo $6,755	
Phillips Milk of Magnesia $388,788	
Toothpaste & Tablets $330,103	
Phillips MM & Cream $556,963	
Standard Brands	$2,898,521
Fleischmann Yeast $424,508	
Foil Yeast for Health $332,726	
Royal Desserts & Fleischmann Yeast $672,520	
Chase & Sanborn Coffee $946,240	
Tender Leaf Tea $522,527	
General Mills	$2,136,953
Bisquick $345,441	
Corn Kix $367,942	
Kitchen Tested Cake Flour $88,468	
Softasilk Cake Flour $680,227	
Sperry Flour Products $112,284	
Wheaties $542,588	
General Foods Corp	$2,078,400
Grape Nuts $351,996	
Jello $677,366	
Jello Pudding $100,008	
Post 40% Bran Flakes $70,040	
Maxwell House Coffee $878,990	
American Home Products Co.	$1,724,714
Aerowax $98,907	
Anacin $582,366	
Bisodol $461,176	
Clapps Baby Food $13,647	
Fly-Ded $33,067	
Freezone $51,248	
Hills Cold Tablets $62,120	
Kolynos $205,973	
Old English Floor Wax $157,347	
Plastic Wood $58,863	
Brown & Williamson Tobacco Corp.	$1,707,501
Avalon Cigarettes $520,940	
Bugler Tobacco $451,118	
Raleigh Tobacco $346,488	
Raleigh & Kool Cigarettes $371,118	
Tobacco & Cigarettes $17,837	
Miles Laboratories	$1,236,254
American Tobacco Co.	$1,219,438
Lucky Strike Cigarettes $1,041,155	
Pall Mall Cigarettes $178,283	
Quaker Oats Co.	$1,192,004
Quaker Farina $10,076	
Aunt Jemima P C Flour $45,156	
Quaker Oats $728,468	
Puffed Wheat & Rice $408,304	
National Dairy Products Corp.	$1,164,930
Kraft $982,074	
Sealtest $182,856	
Bristol-Myers Co.	$1,141,548
Vitalis $435,078	
Ipana-Sal Hepatica $706,470	
Liggett & Myers Tobacco Co.	$992,032
Andrew Jergens Co.	$763,940
Woodbury's Soap & Cosmetics $516,666	
Jergens Lotion $247,274	
Cities Service Co.	$718,282
Cummer Products Co.	$689,664
Energine $220,968	
Molle $468,696	
Sun Oil Co.	$656,084
Radio Corp. of America	$635,926
Lewis-Howe Medicine Co.	$635,338
Pepsodent Co.	$603,400
Toothpaste $90,288	
Toothpaste, Toothpowder & Ant. $513,112	
Carnation Co.	$598,137
Carnation Milk $551,676	
Albers Cereal $46,461	
Philip Morris & Co.	$590,016
S. C. Johnson & Son	$589,330
Pillsbury Flour Mills Co.	$561,710
Firestone Tire & Rubber Co.	$558,746
Kellogg Co.	$514,442
Corn Flakes $409,280	
Krispies $105,162	
P. Lorillard Co.	$490,232
F. W. Fitch Co.	$488,265
Lady Esther Co.	$461,671
Ralston-Purina Co.	$457,776
Wheat Cereal $191,604	
Cereals $266,172	
Campbell Soup Co.	$451,248
Food Products $360,144	
Tomato Juice $91,104	
B. T. Babbitt Inc.	$436,200
Wander Co.	$389,312
General Electric Co.	$367,629
Canada Dry Ginger Ale	$358,307
J. B. Williams Co.	$349,838
Pacific Coast Borax Co.	$348,232
Sherwin-Williams Co.	$307,965
S-W Paints $192,809	
Acme Paints $115,156	
R. J. Reynolds Tobacco Co.	$305,241
Welch Grape Juice Co.	$297,368
Goodyear Tire & Rubber Co.	$273,881
Mars Inc.	$253,816
Fels Co.	$242,702
Colgate-Palmolive-Peet Co.	$240,637
Shaving Cream $56,128	
Super Suds $184,509	
Macfadden Publications Inc.	$219,933
Dr. E. S. Sloan Inc.	$208,536
Sloan's Liniment $195,114	
Vince $13,422	
Richfield Oil Corp	$200,564
Ward Baking Co.	$194,664
Penn Tobacco Co.	$190,272
Grove Laboratories Inc.	$180,007
Musterole Co.	$174,456
Adam Hat Stores	$151,893
Swift & Co.	$127,384
Sunbrite Cleanser $122,388	
Frankfurters $4,996	
Vick Chemical Co.	$121,488
G. Washington Coffee Refining Co.	$108,077
Richardson & Robbins	$104,832
Manhattan Soap Co.	$101,898
Standard Oil of California	$100,794
John Morrell & Co.	$98,544
Westinghouse Electric & Mfg. Co.	$94,822
Lamont Corliss & Co.	$87,460
Ponds Cream & Powder $77,532	
Danya Hand Lotion $9,928	
Time Inc.	$76,260
Dunn & McCarthy	$70,728
American Rolling Mill Co.	$68,406
Signal Oil Co.	$62,246
H. Fendrich Inc.	$60,984
C. H. Gulden Inc.	$59,296
Wesson Oil & Snowdrift Sales Corp.	$47,676
Bowey's Inc.	$47,498
Food & Beverage Broadcasters Ass'n	$46,938
Gordon Baking Co.	$39,312
Princess Pat Ltd.	$38,160
Cardinet Candy Co.	$37,864
C. F. Mueller & Co.	$34,816
Palmer Bros.	$34,182
Benjamin Moore & Co.	$32,192
Ohio Oil Co.	$31,461
Gallenkamp Stores Co.	$31,131
Geo. W. Luft Co.	$29,227
Wheatena Corp	$26,442
Loose-Wiles Biscuit Co.	$26,280
Langendorf Bakeries	$24,660
Thos. Cook & Son Wagon-Lits	$23,430
Modern Food Process Co.	$23,236
Ballard & Ballard Co.	$22,084
General Motors Corp. (Buick Division)	$19,983
Tidewater Associated Oil Co.	$18,275
Gilmore Oil Co.	$18,012
Air Conditioning Training Corp.	$15,356
Tillamook County Creamery Assn.	$11,508
Wilshire Oil Co.	$8,256
Magazine Repeating Razor Co.	$7,602
Hecker Products Corp.	$6,960
Vanette Hosiery Mills	$5,200
American Oil Co.	$4,351
Chas. B. Knox Gelatine Co.	$3,796
Pittsburgh Coal Co.	$1,087
Political	$3,340
Total	$45,244,354

CBS Gross Billings

Lever Brothers Co.	$3,392,672
General Foods Corp.	3,191,167
Colgate-Palmolive-Peet Co.	2,509,096
Procter & Gamble Co.	2,283,347
Campbell Soup Co.	2,253,083
R. J. Reynolds Tobacco Co.	1,418,333
William Wrigley Jr. Co.	1,304,391
American Tobacco Co.	1,286,703
Chrysler Corp.	950,146
Ford Motor Co.	949,297
Liggett & Myers Tobacco Co.	945,620
Texas Co.	875,418
American Home Products Corp.	804,839
Continental Baking Co.	729,543
Pet Milk Sales Corp.	699,242
Ethyl Gasoline Co.	497,575
Hawaiian Pineapple Co.	489,630
Philip Morris & Co.	487,470
Lambert Co.	460,650
U. S. Tobacco Co.	450,075
Lady Esther Co.	439,875
Campana Corp.	438,850
Gulf Refining Co.	426,360
Prudential Insurance Co. of America	414,330
Beneficial Management Corp.	390,895
International Cellucotton Prods. Corp.	384,430
Cudahy Packing Co.	352,425
Sterling Products	351,765
Kellogg Co.	347,032
Brown & Williamson Tobacco Co.	340,035
Sealtest Inc.	325,550
U. S. Rubber Products Co.	301,850
American Oil Co.	295,048
Geo. A. Hormel & Co.	283,753
General Mills, Inc.	272,925
Nehi Inc.	261,248
International Silver Co.	235,244
Noxzema Chemical Co.	235,058
Chesebrough Mfg. Co.	227,385
P. Lorillard Co.	217,695
Pure Oil Co.	215,423
E. I. DuPont de Nemours & Co.	196,620
Griffin Mfg. Co.	190,255
Corn Products Refining Co.	164,983
Household Finance Corp.	134,763
Lehn & Fink Products Co.	116,415
Penn Tobacco	103,475
McKesson & Robbins	102,375
Boweys Inc.	100,167
Columbia Recording Corp.	85,740
Fels & Co.	72,970
Purity Bakeries Service Corp.	63,985
Pennick & Ford, Ltd.	63,620
John H. Woodbury Co.	56,020
Cal. Fruit Growers Exchange	54,041
Stephano Bros.	30,495
Rio Grande Oil Co.	27,540
S & W Fine Foods Inc.	26,410
Tidewater Associated Oil Co.	22,102
Euclid Candy Co. of Cal.	17,860
Duart Mfg. Co.	17,690
Axton Fisher Tobacco Co.	17,280
Mennen Co.	16,310
Chamberlain Laboratories	16,244
Union Oil Co.	15,275
Wilmington Transportation Co.	11,000
Paramount Pictures Inc.	10,465
Atlantic Refining Co.	10,093
Ralston Purina Co.	8,235
Twentieth Century Fox Film Corp.	7,173
Coty Inc.	6,041
Wilshire Oil Co.	5,940
Holland Furnace Co.	5,645
Bathasweet Corp.	3,960
Sofenz Sales Corp.	3,658
Cardinet Candy Co.	3,520
Knox Gelatine Co.	3,050
Old Trusty Dog Food Co.	2,704
Calavo Growers of Cal.	2,560
Colonial Dames Inc.	1,470
I. J. Fox Co.	691
Political Advertisers	5,352
Total	$34,539,665

MBS Gross Billings

Bayuk Cigars	$521,614
Ironized Yeast Co.	356,969
Gospel Broadcasting Assn.	304,651
Lydia E. Pinkham Medicine Co.	220,073
General Baking Co.	212,733
Philip Morris & Co.	138,680
Philip Morris Cigarettes $82,360	
Dunhill Cigarettes 37,180	
Revelation Tobacco 19,140	
Emerson Radio & Phonograph Corp.	102,576
Wheeling Steel Corp.	101,722
Lutheran Laymen League	99,565
Gillette Safety Razor Co.	93,577
P. Lorillard Co.	86,087
Mennen Co.	77,301
Metropolitan Life Insurance Co.	70,240
Delaware, Lackawanna & Western Coal Co.	63,047
Ramsdell Inc.	60,076
Richman Bros.	51,053
Gordon Baking Co.	42,768
Axton-Fisher Tobacco Co.	31,190
Detrola Corp.	30,977
Moody Bible Institute	30,738
Wheatena Corp.	24,228
General Cigar Co.	22,960
Bell & Co.	22,859
Sweets Co.	18,356
Lambert Co.	16,784
Congress Cigar Co.	14,662
American Bird Products	13,823
Thomas Leeming & Co.	12,540
Maltex Co.	11,301
Quaker Oats Co.	8,943
V. LaRosa & Sons	8,640
Aurora Laboratories	8,192
Hartz Mountain Products Co.	7,274
Hotel Roosevelt	6,825
Twentieth Century-Fox Film Corp.	5,910
Winter & Co.	5,505
Bathasweet Corp.	4,698
Paramount Pictures	2,557
Vadsco Sales Corp.	2,043
Maine Development Commission	1,920
General Mills	1,410
Cooperative	413,715*
Total	$3,329,782†

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* Of which General Baking Co. spent $ 26,264

† To which should be added $12 in accumulations through the year of 50 cents taken to nearest dollar; true total, $3,329,794.

1939 Network Advertisers by Industries

(Compiled by Publishers' Information Bureau)

	**NBC*	*CBS*	*MBS*	*Totals*
Automotive	$ 852,610	$ 2,397,913	$ 25,356	$ 3,275,879
Building Materials	68,406	5,645	101,722	175,773
Cigars, Cigarettes, Tobacco	5,555,716	5,297,181	815,193	11,668,090
Clothing	157,093	691	96,135	253,919
Confectionery, Beverages	649,987	1,587,019	38,486	2,275,492
Drugs & Toilet Goods	13,872,839	7,651,605	901,227	22,425,671
Financial & Insurance	....	939,988	79,761	1,019,749
Foods & Food Beverages	14,423,273	9,688,774	537,731	24,649,778
Garden & Field	....	....	....	....
House Furniture & Furnishings	496,633	....	2,399	499,032
Jewelry & Silverware	....	235,244	....	235,244
Lubricants & Fuel	1,819,412	2,390,774	65,417	4,275,603
Machinery, Farm Equipment	....	....	327	327
Paints & Hardware	340,157	....	....	340,157
Radios & Musical	635,926	85,740	139,058	860,724
Schools & Corres. Courses	15,356	....	....	15,356
Shoes & Leather	101,859	190,255	3,051	295,165
Laundry Soaps & Housekeepers' Supplies	5,751,483	4,032,142	....	9,783,625
Stationery & Publishers	296,193	....	....	296,193
Travel, Hotels, Amusements	23,430	11,000	10,456	44,886
Wines & Beers	....	....	9,744	9,744
Miscellaneous	183,981	†25,694	503,731	713,406
Totals	$45,244,354	$34,539,665	$3,329,794	$83,113,813

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* Combined Red and Blue.

† Includes $5,352 political.

Major Networks' Gross Billings by Agencies: 1939

NBC Billings by Agencies

Blackett-Sample-Hummert	$8,668,630
J. Walter Thompson Co.	4,732,169
Compton Adv.	3,072,892
Lord & Thomas	2,406,474
Young & Rubicam	2,296,137
Pedlar & Ryan	2,022,048
Russell M. Seeds Co.	1,336,383
Stack-Goble Adv. Agency	1,294,410
Lennen & Mitchell	1,254,172
Wade Adv. Agency	1,236,254
Benton & Bowles	1,199,743
H. W. Kastor & Sons Adv. Co.	1,166,086
Newell-Emmett Co.	1,041,742
Ruthrauff & Ryan	1,024,880
Erwin, Wasey & Co.	779,553
Roche, Williams & Cunnyngham	656,084
Knox Reeves Adv.	649,701
Sherman K. Ellis & Co.	602,968
Biow Co.	590,016
Needham Louis & Brorby	589,330
Hutchinson Adv. Co.	561,710
Sweeney & James Co.	558,746
Arthur Kudner Associates	513,797
BBDO	506,165
L. W. Ramsey Co.	488,265
Gardner Adv. Co.	457,776
Ward Wheelock Co.	451,248
McCann-Erickson	449,026
J. M. Mathes Inc.	365,909
Warwick & Legler	357,162
Wm. Esty & Co.	305,241
Grant Adv. Co.	259,016
Henri, Hurst & McDonald	235,784
Maxon Inc.	211,828
Hixson-O'Donnell Adv.	200,564
McKee & Albright	182,856
Cecil & Presbrey	181,487
C. W. Hoyt Co	164,128
Glicksman Adv. Co.	151,893
Morse International	121,488
Westco Adv. Agency	112,287
Hays McFarland & Co.	105,162
Franklin Bruck Adv. Corp.	101,898
Foster & Davies	97,014
Fuller & Smith & Ross	94,822
Marschalk & Pratt	70,728
N. W. Ayer & Son	68,406
Barton A. Stebbins Adv. Agency	56,306
Fitzgerald Adv. Agency	47,676
Emil Brisacher & Staff	46,938
Kenyon & Eckhardt	38,612
Gale & Pietsch	38,160
Tomaschke-Elliott	37,864
Tucker Wayne & Co.	34,182
Byer & Bowman Adv. Agency	31,461
Long Adv. Service	31,131
Botsford, Constantine & Gardner	29,520
Leon Livingston Adv. Agency	24,660
Clements Co.	23,236
Weill & Wilkins	15,356
Dan B. Miner Co.	8,256
Logan & Stebbins	5,940
Joseph Katz Co.	4,351
Ray Davidson	2,636
Walker & Downing	1,087
Hanvey & Haas	704
No Agency (Billed Direct)	772,200

NETWORK BILLINGS BY AGENCIES: 1939

Ranked in Order of Combined Gross Billings By NBC, CBS and MBS

Blackett-Sample-Hummert	$10,714,498
Young & Rubicam	6,481,352
J. Walter Thompson Co.	6,342,268
Benton & Bowles	5,421,812
Ruthrauff & Ryan	4,991,348
Lord & Thomas	3,891,308
Compton Adv.	3,811,128
Pedlar & Ryan	2,902,600
Ward Wheelock Co.	2,595,270
BBDO	2,481,296
Newell-Emmett Co.	1,987,362
Wm. Esty & Co.	1,852,529
H. W. Kastor & Sons Adv. Co.	1,732,120
Lennen & Mitchell	1,613,974
Russell M. Seeds Co.	1,400,433
Stack-Goble Adv. Agency	1,294,410
Wade Adv. Agency	1,236,254
Biow Co.	1,234,522
Gardner Adv. Co.	1,165,253
N. W. Ayer & Son	1,144,316
Erwin, Wasey & Co.	1,025,507
Roche, Williams & Cunnyngham	1,008,509
Arthur Kudner	963,872
Buchanan & Co.	888,440
Neisser-Meyerhoff	884,625
McCann-Erickson	775,934
Knox Reeves Adv.	755,461
Sherman K. Ellis & Co.	602,968
Needham, Louis & Brorby	589,330
Hutchinson Adv. Co.	561,710
Sweeney & James Co.	558,746
Ivey & Ellington	521,614
McKee & Albright	508,406
L. W. Ramsey Co.	488,265
Lambert & Feasley	460,650
Aubrey, Moore & Wallace	438,850
Frances Hooper Adv. Agency	430,766
J. M. Mathes Inc.	365,909
Warwick & Legler	357,162
Maxon Inc.	305,405
R. H. Alber Co.	305,107
Joseph Katz Co.	299,399
Campbell-Ewald Co. of N. Y.	294,950
Grant Adv. Co.	259,016
Henri, Hurst & McDonald	235,784
Hixson-O'Donnell Adv.	228,104
Leo Burnett Co.	215,423
Bermingham, Castleman & Pierce	190,255
Cecil & Presbrey	181,487
Hellwig-Miller Co.	164,983
C. W. Hoyt Co.	164,128
Glicksman Adv. Co.	151,893
Critchfield & Co.	132,460
Westco Adv. Co.	128,787
Morse International	121,488
Grady & Wagner	113,008
Franklin Bruck Adv. Corp.	109,172
Bowman & Columbia	102,375
H. M. Kiesewetter	102,269
Sorensen & Co.	100,167
Kelly, Stuhlman & Zahrndt	99,565
Foster & Davies	97,014
Fuller & Smith & Ross	94,822
Marschalk & Pratt	85,390
Emil Brisacher & Staff	73,348
Campbell-Mithun	63,985
W. I. Hamilton Co.	60,076
Barton A. Stebbins Adv. Agency	56,306
Fitzgerald Adv. Agency	47,676
Kenyon & Eckhardt	41,662
Tomaschke-Elliott	41,384
Gale & Pietsch	38,160
Tucker Wayne & Co.	34,182
Byer & Bowman Adv. Agency	31,461
Long Adv. Service	31,131
Bass-Luckoff	30,977
Aitkin-Kynett Co.	30,495
Botsford, Constantine & Gardner	29,520
Leon Livingstone Adv. Agency	24,660
C. M. Rohrabaugh	24,288
Clements Co.	23,236
Anderson, Davis & Platte	22,859
Walsh Adv. Co.	18,500
Sidney Garfinkel Adv. Agency	17,860
Samuel C. Croot Co.	16,806
Lambert & Feasley	15,784
Weill & Wilkins	15,356
Dan B. Miner Co.	14,196
Weston-Barnett Inc.	13,823
Baker Adv. Agency	13,200
Kayton-Spiero	13,083
L. W. Ramsey Co.	11,924
Cockfield, Brown & Co.	11,000
Commercial Radio	8,640
Logan & Stebbins	5,940
MacLaren Adv. Co.	6,900
M. H. Hackett Co.	6,825
J. D. Tarcher Co.	6,041
Ray Davidson	5,372
John H. Dunham Co.	4,320
Richard F. Connor	3,658
H. B. Humphrey Co.	2,704
L. C. Gumbinner & Co.	2,043
Brook, Smith, French & Dorrance	1,920
Howard G. Hanvey	1,704
Glasser Adv. Agency	1,470
Walker & Downing	1,087
Hanvey & Haas	704
David Malkiel Adv. Agency	691
Dana Jones Co.	456

CBS Billings by Agencies

Benton & Bowles	$4,176,615
Young & Rubicam	4,072,207
Ruthrauff & Ryan	3,546,452
Ward Wheelock Co.	2,144,022
Blackett-Sample-Hummert	2,044,458
BBDO	1,762,398
J. Walter Thompson Co.	1,587,139
William Esty & Co.	1,534,748
Lord & Thomas	1,484,834
N. W. Ayer & Son	1,075,910
Newell-Emmett Co.	945,620
Buchanan & Co.	885,883
Neisser-Meyerhoff	884,625
Pedlar & Ryan, Inc.	880,522
Compton Adv.	738,236
Gardner Adv. Co.	707,477
H. W. Kastor & Sons Adv. Co.	566,034
Biow Co.	487,470
Lambert & Feasley	460,650
Arthur Kudner	450,075
Aubrey, Moore & Wallace	438,850
Frances Hooper Adv. Agency	430,766
Roche, Williams & Cunnyngham	352,425
McKee & Albright	325,550
Joseph Katz Co.	295,048
Campbell Ewald Co. of N. Y.	294,950
Lennen & Mitchell	273,715
McCann-Erickson	244,665
Leo Burnett Co.	215,423
Bermingham, Castleman & Pierce	190,255
Hellwig-Miller Co.	164,983
Knox Reeves Adv.	105,760
Bowman & Columbia	102,375
Sorenson & Co.	100,167
Russell M. Seeds Co.	64,050
Campbell-Mithun	63,985
Aitkin-Kynett Co.	30,495
Hixson-O'Donnell Adv.	27,540
Emil Brisacher & Staff	26,410
H. M. Kiesewetter Adv. Agency	20,270
Walsh Adv. Co.	18,500
Sidney Garfinkel Adv. Agency	17,860
Erwin, Wasey & Co.	17,690
Westco Adv. Agency	16,500
Baker Adv. Agency	13,200
L. W. Ramsay Co.	11,924
Cockfield, Brown & Co.	11,000
Kayton-Spiero & Co.	7,173
MacLaren Adv. Co.	6,900
J. D. Tarcher & Co.	6,041
Dan B. Miner Co.	5,940
John H. Dunham Co.	4,320
Richard F. Connor	3,658
Tomaschke-Elliott	3,520
Kenyon & Eckhardt	3,050
Ray Davidson	2,736
H. B. Humphrey Co.	2,704
Howard G. Hanvey	1,704
Glasser Adv. Agency	1,470
David Malkiel Adv. Agency	691
Dana Jones Co.	456
R. H. Alber Co.	456
Direct	179,115

MBS Billings by Agencies

Ivey & Ellington	$ 521,614
Ruthrauff & Ryan	420,016
R. H. Alber Co.	304,651
Erwin, Wasey & Co.	228,265
BBDO	212,733
Biow Co.	157,036
Critchfield Co.	132,460
Young & Rubicam	113,008
Grady & Wagner	102,576
Kelly, Stuhlman & Zahrndt	99,565
Maxon Inc.	93,577
Lennen & Mitchell	86,087
McCann-Erickson	82,243
H. M. Kiesewetter Adv. Agency	81,999
W. I. Hamilton Co.	60,076
Bass-Luckoff	30,977
C. M. Rohrabaugh	24,288
J. Walter Thompson Co.	22,960
Anderson, Davis & Platte	22,859
Samuel C. Croot Co.	16,806
Lambert & Feasley	15,784
Marschalk & Pratt	14,662
Weston-Barnett	13,823
Wm. Esty & Co.	12,540
Benton & Bowles	8,943
Commercial Radio	8,640
Franklin Bruck Adv. Co.	7,274
M. H. Hackett Co.	6,825
Kayton-Spiero	5,910
Buchanan & Co.	2,557
L. C. Gumbinner & Co.	2,043
Brooke, Smith, French & Dorrance	1,920
Blackett-Sample-Hummert	1,410
Cooperative, MBS	413,715

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7 WEST 44TH STREET • NEW YORK CITY

Program Popularity In 1939

By A. W. LEHMAN
Manager, Cooperative Analysis of Broadcasting (CAB)

A COMPARISON made by the Cooperative Analysis of Broadcasting of relative radio program popularity between December, 1938 and December, 1939 reveals many interesting changes in status among the first ten programs. The three leading programs are the same for both years but beyond that there is little similarity. Of the remaining seven, only two appear among the first ten in both years.

The three leaders were, in order, *Chase & Sanborn*, *Jack Benny*, and *Lux Radio Theatre*. (In December, 1938, *Kraft Music Hall* was tied with Lux for third.) *Chase & Sanborn* had a slightly lower rating in 1939 than in 1938, but *Jack Benny* was slightly ahead and *Lux* was well ahead. In the 12-month period, *Fibber McGee & Molly* rose sensationally from 16th to fourth place, nosing out *Kraft Music Hall* for the spot [See 1939 BROADCASTING *Yearbook* for previous ratings and analysis].

Year's Development

In addition to the three leaders, *Major Bowes' Amateur Hour* and *Kraft Music Hall* were the only shows among the first ten in both years. The *Major*, in fact, made a real come-back after the slump which followed his first sensational rise to fame and long tenure of first place. He stood sixth in December of both years.

The following shows, listed with their positions in December, 1938, were not among the first ten a year later: *Burns & Allen*, fifth; *Rudy Vallee*, seventh; *Town Hall*, eighth; *Cantor's Camel Caravan*, ninth; and *Big Town*, tenth. *Burns & Allen* had shifted to a less advantageous time.

Their places were taken by *Fibber McGee & Molly*, fourth; *Bob Hope*, seventh; *Fitch Bandwagon*, eighth; *Kate Smith*, ninth and *Pot O'Gold*, tenth. None of them were new programs within the twelve-month with the exception of *Pot O'Gold*. *Kate Smith*, a real veteran of the air, had finally found a formula which enabled her to rise from 17th to ninth, while *Fitch Bandwagon* rose from 13th, and *Bob Hope* from 23d respectively. These wide shifts in popularity contrast sharply with the relatively small amount of change from 1937 to 1938, which may indicate significant shifting in the public taste for radio programs.

I—Distribution of Sponsored Network Evening Programs According to Ratings

Month of December

Rating (% of set owners)	*1939* *No. of Programs*	*1939* *% of Total*	*1938* *No. of Programs*	*1938* *% of Total*	*1937* *No. of Programs*	*1937* *% of Total*
40.0 and over	1	1.0	1	1.1	0	0.0
35.0 - 39.9	1	1.0	1	1.1	2	2.1
30.0 - 34.9	0	0.0	0	0.0	0	0.0
25.0 - 29.9	3	3.1	2	2.2	1	1.1
20.0 - 24.9	7	7.2	4	4.3	7	7.4
15.0 - 19.9	10	10.3	12	13.0	6	6.3
10.0 - 14.9	28	28.9	22	23.9	21	22.1
5.0 - 9.9	36	37.2	36	39.2	41	43.1
0.0 - 4.9	11	11.3	14	15.2	17	17.9
Total	97	100.0	92	100.0	95	100.0

Fred Allen dropped to 11th place, *Big Town* to 16th and *Burns & Allen* to 18th. The *Rudy Vallee* show and *Cantor's Camel Caravan* left the air.

In 1938 there was a wide gap between the two programs tied for third place and the fifth place program with the fifth to tenth place shows closely clustered, but in 1939 the gap had been closed up with less than half a point separating fourth and fifth places. Actually, *Kraft Music Hall* had a higher rating in fifth place than it had a year earlier in its third place tie. The wide gap now fell between fifth and sixth places with the sixth to tenth programs well bunched.

The general redistribution found the occupants of each place rating somewhat better than the corresponding show a year earlier with the single exception of the leader, *Chase & Sanborn*. The average rating for the first ten shows was a point and a half higher in 1939 than in 1938, namely 26.8% compared with 25.3%. The median rating of all 30-minute evening programs had risen more sharply, from 8.8 to 10.2. In 1937 the figure was only 8.2. The median of evening 60-minute programs rose from 18.4 in December, 1938 to 19.1 in December, 1939.

Table I is based on the month of December in 1939, 1938 and 1937 and shows the distribution of sponsored evening network programs according to ratings. 51.5% of these programs rated 10 or better in 1939 compared with 45.6% in 1938 and 39% in 1937. A year ago it was pointed out that there were three factors accountable for this trend. First, a greater amount of total listening, second a greater amount of listening to the leading programs and third, greater reluctance on the part of the advertisers to keep a poorly rated program on the air.

There probably should be added to these reasons a healthy increase in the art of programming and time and station selection, based in large part upon studious attention to such data as are regularly furnished by the CAB and other fact-finding organizations. One reason for the further increase in total listening this year has been the public hunger for news because of the disturbing international situation.

Over the years the percentage of programs rating less than 5 has steadily diminished, but the decline was more noteworthy in the past year. In December, 1937, 17.9% rated less than 5; in December, 1938, 15.2%; while in December, 1939, only 11.3% of all evening programs were below the 5 mark. The greatest increase noted from 1938 to 1939 was in the percentage of programs which moved from the 5-9.9 classification to the 10-14.9 classification.

The Ten Leaders

In December, 1939, the 10 leading evening programs were:

1. Chase & Sanborn Program
2. Jack Benny
3. Lux Radio Theatre
4. Fibber McGee and Molly
5. Kraft Music Hall.
6. Major Bowes Amateur Hour
7. Bob Hope Program
8. Fitch Bandwagon
9. Kate Smith Hour
10. Pot O'Gold

Popularity Shifts in 1939

For the year ending Dec. 31, 1939, as in the year before, the *Chase & Sanborn* program took first place in each month. *Jack Benny*, except for the three months when he was off the air, held second place. The year before he had dropped back to third place in one month. *Lux Radio Theatre* was on the air for ten months, taking third place in all but two. During *Jack Benny's* last vacation month *Lux* took second while in May it had yielded to *Kraft Music Hall*. The latter, on the air the entire period was a steady fourth until December, though it took third place in May and August. In December it dropped to fifth. *Fibber McGee & Molly* started at 14th in January and February, fell back to 16th in March, climbed to 11th in April, ninth in May and June and after a two-month vacation returned to the air in September in fifth position which was maintained during the fall, finishing fourth in December.

Major Bowes started at fifth in January, then ran eighth, sixth, sixth, eighth, fifth, and profiting from the hiatus months, placed second in July and August and third in September, falling back to sixth in October, November and December when the season was again in full swing.

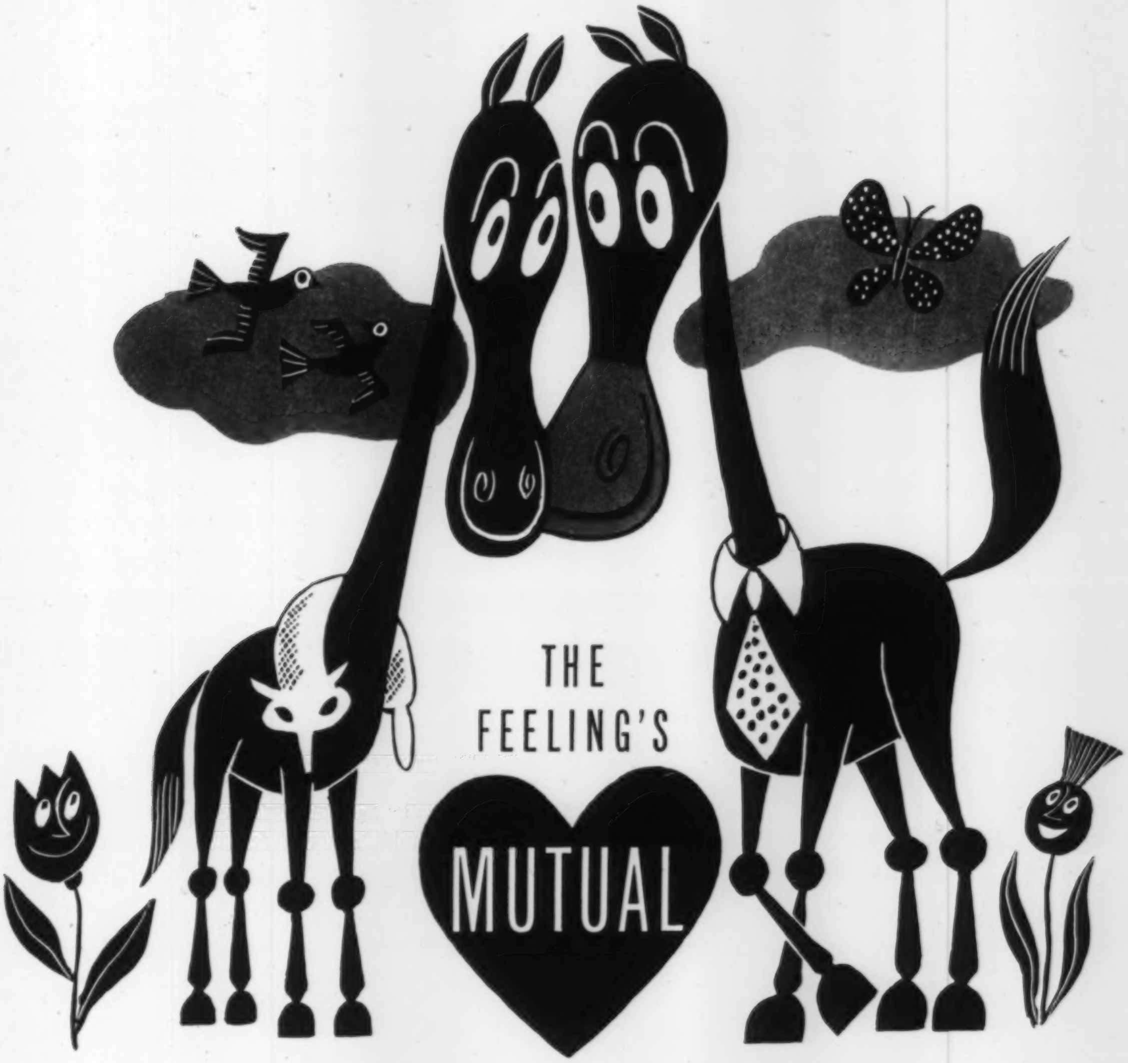
Kay Kyser bounced around a good deal, taking 16th, seventh, 12th, 12th, fifth, eighth, third, fourth, sixth, eighth, tenth and 12th in order. *Rudy Vallee*, after a long and illustrious career of more than ten years for one sponsor finally retired. Of the nine months he was on the air, he ranked among the first ten in only four, three of these being the summer months. *Kate Smith*, also an illustrious radio veteran and broadcasting at the same hour, gave him some real competi-

(*Continued on page 20*)

II—Monthly Rankings of the 11 Programs Which Were Among the Five Leaders for Any One Month During the Year Ending December, 1939

	Dec.	*Nov.*	*Oct.*	*Sept.*	*Aug.*	*July*	*June*	*May*	*April*	*Mar.*	*Feb.*	*Jan.*
Chase & Sanborn	1	1	1	1	1	1	1	1	1	1	1	1
Jack Benny	2	2	2	NB	NB	NB	2	2	2	2	2	2
Lux Radio Theatre	3	3	3	2	NB	NB	3	4	3	3	3	3
Fibber McGee & Molly	4	5	5	5	NB	NB	9	9	11	16	14	14
Kraft Music Hall	5	4	4	4	3	4	4	3	4	4	4	4
Major Bowes	6	6	6	3	2	2	5	8	6	6	8	5
Kay Kyser	12	10	8	6	4	3	8	5	12	12	7	16
Rudy Vallee	NB	NB	NB	7	8	5	13	16	15	17	11	6
Your Hit Parade	15	17	19	11	5	7	13	19	24	21	27	33
Kate Smith Hour	9	8	7	NB	NB	NB	6	11	5	5	10	8
Town Hall	11	12	10	NB	NB	NB	12	7	16	8	5	15

NB means 'no broadcasts'.



We write this in a fine parental glow

Our network seems to us stronger in program power and in station-advertiser loyalty than ever before in our five year's rapid growth.

Even as we write this, the makers of Ovaltine, for ten years one of radio's best known names, have just signed a series over 83 Mutual outlets. And this, hard on the heels of the recent 1940 Carnation contract.

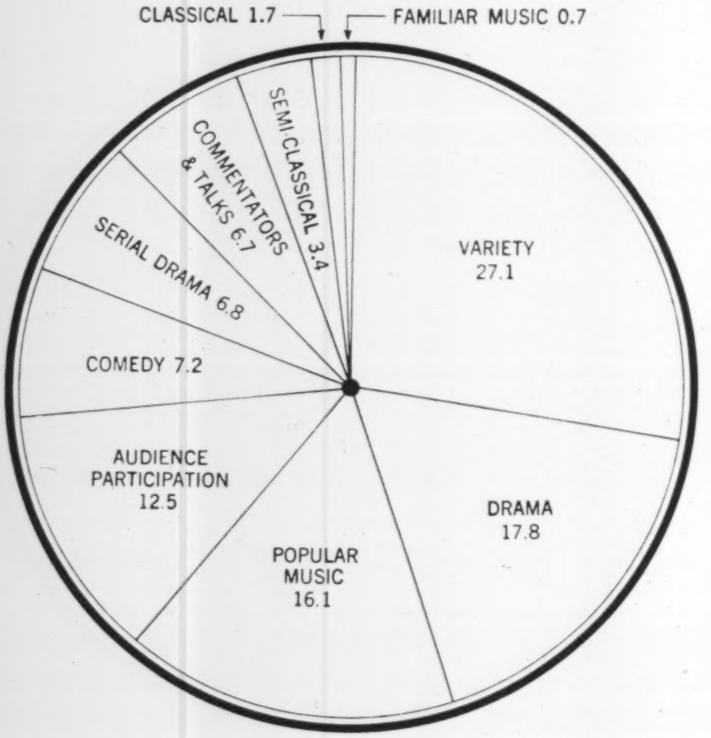
Any doubt as to whether member stations could profit from the first cooperative network seems definitely settled. Mutual's key member stations have just signed exclusive five-year agreements further solidifying Mutual's development and future.

So Mutual faces 1940 with its billings at an all time high, its station line-up at a new peak, and its basic belief in profit sharing and independence of operation for all member stations, unshaken.

THE MUTUAL BROADCASTING SYSTEM

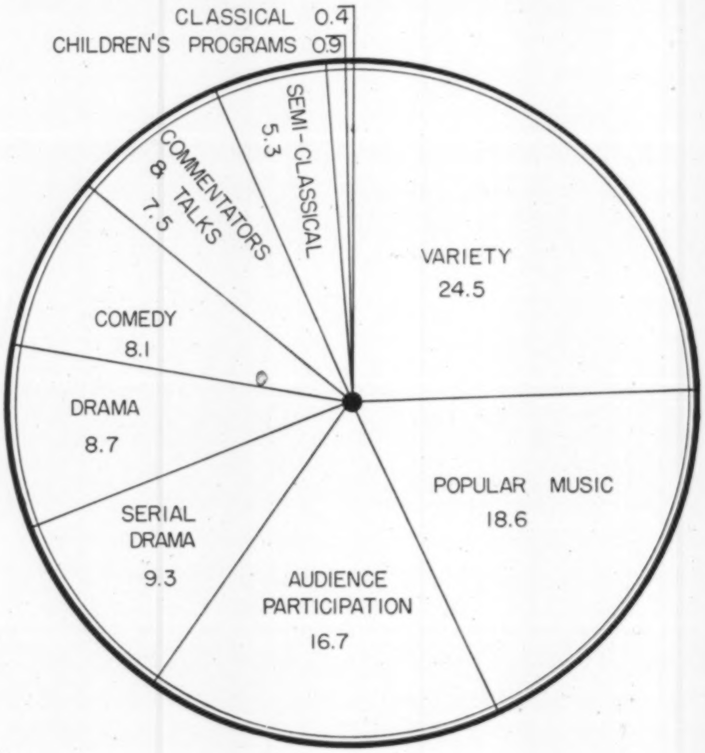
Offices: Chicago • New York • Boston • Detroit
Los Angeles • Cincinnati • Cleveland • Columbus

III—Division of Commercial Network Time By Program Types: Evening Programs
(October, 1938—April, 1939)



Type of Program	Ratings Average	Rank	Range Low	Range High	No. of Programs	Amount of Time on the Air % of Time	Amount of Time on the Air Rank in % of Time
Variety	14.7	1	2.2	42.3	30	27.1	1
Comedy	11.0	2	5.1	18.4	7	7.2	5
Drama	10.8	3	2.9	28.2	18	17.8	2
Audience Participation	10.5	4	2.0	21.2	13	12.5	4
Classical	10.5	4	—	—	1	1.7	9
Serial Drama	10.4	6	1.5	20.2	7	6.8	6
Popular Music	7.6	7	L.T.	16.5	20	16.1	3
Semi-Classical	7.4	8	5.4	9.5	3	3.4	8
Commentators and Talks	6.6	9	1.8	12.4	10	6.7	7
Familiar Music	2.4	10	—	—	1	.7	10

IV—Division of Commercial Network Time By Program Types: Evening Programs
(May to September, 1939)



Type of Program	Average Rating	Rank	Number of Programs	% of Time	Rank in % of Time
Variety	10.1	1	31	24.5	1
Drama	9.1	2	13	8.7	5
Classical	8.0	3	1	0.4	10
Comedy	7.9	4	8	8.1	6
Audience Participation	7.8	5	18	16.7	3
Serial Drama	7.3	6	9	9.3	4
Semi-Classical	6.1	7	4	5.3	8
Popular Music	5.6	8	24	18.6	2
Commentators and Talks	5.0	9	8	7.5	7
Children's Programs	4.3	10	1	0.9	9

NOTE—Each program type has been allotted the number of hours which all programs in that type represent. The chart is based on the table of program types. Fifteen-minute programs broadcast 5 times a week have been considered as 1¼ hours per week for the number of weeks investigated, 15 minute programs 3 times a week ¾ hour, etc.

(*Continued from page 18*)

tion, rising very fast from 17th in December, 1938 to fifth in March. *Vallee* at the same time was dropping from seventh to 17th. *Kate Smith* held up well with the exception of a drop to 11th in May and returned to the air in October after a three-month vacation in seventh place, dropping back to eighth in November and ninth in December. Of the other shows which placed fifth or better in one or more of the twelve months, *Your Hit Parade* was the most erratic, ranging all the way from 33d to fifth; *Fred Allen* reached fifth place only in February and ranked as low as 16th in April.

Table II shows the month-to-month rankings of the 11 programs which were among the five leaders for any month during the year ending December 1939.

Leading Daytime Programs

The leading daytime programs in December, 1939 were:

1. Ben Bernie
2. Ma Perkins
3. Hobby Lobby
4. Pepper Young's Family
5. Vic & Sade
6. The Guiding Light
7. Mary Marlin
8. The Woman in White
9. Stella Dallas
10. Goldbergs
10. Road to Life

In the previous December the ten daytime leaders were:

1. Ben Bernie
2. Ma Perkins
3. The Guiding Light
4. Pepper Young's Family
5. Magic Key of RCA
6. Mary Marlin
7. The Woman in White
8. David Harum
9. The Big Sister
10. Road of Life

Sets in Use

There is likely to be more fluctuation in the rankings of daytime programs than among evening programs because of their lower ratings and closer bunching, yet there were fewer changes in the daytime programs appearing among the first ten between December 1938 and 1939 than there were in the evening programs. The *Magic Key of RCA* left the air. *David Harum* and *The Big Sister* dropped out of the list. The newcomers were *Hobby Lobby* (formerly an evening show), *Vic & Sade*, *Stella Dallas* and the *Goldbergs*.

Over a period of years, sets in use at some time during the day have shown very little variation. From October, 1935 to April, 1939 the range for week-days was from a low in July, 1936 of 56.8% of set owners to a high in January, 1938 of 73.4%. Starting with August, 1939, each month showed a new high figure for percentage of sets in use at some time during the average week-day since October, 1935. No doubt the European War accounts for the record. Sundays show more extreme fluctuations because of outdoor activities in the summer time which keep people from their sets, while in the winter the weather tends to keep them at home. The low listening point on Sundays was August, 1937 with 45.3% and the high point was February, 1938 with 75.8%. During the daylight saving period, sets in use at some time during the day run about 12% less than during the standard time period.

Very little difference in listening

(*Continued on page 22*)

MORE PROOF!

that KGW and KEX are your BEST radio salesmen in the rich Oregon market . . .

The old saying "The proof of the pudding is in the eating" goes for radio stations, too. The proof of the sales potency of KGW and KEX in the prosperous Pacific Northwest is in the results obtained by those who are using these stations.

As a matter of record, we quote from the following typical local examples:

FURNITURE

"We credit our KGW-KEX radio advertising as the principal factor in our sales increase. You give us thorough coverage of suburban as well as city areas."

—*Gevurtz Furniture Co.*

WOMEN'S APPAREL

"KGW has been a decided factor in helping us merchandise our store to the style-conscious women of Portland."

—*Chas. F. Berg, Inc.*

FLOWERS

"We are renewing our contract for the 7th year because KGW has brought us so many new customers."

—*Nick's Flower Home.*

BREAD

"We are very enthusiastic about the results we are getting from our morning program to women, over KEX."

—*Davidson Baking Co.*

AUTOMOBILES

"The major advertising factor in the growth of our business has been the use of KGW spots every night for the past three years."

—*Roy Burnett Motors, Inc.*

PIANOS

"KEX has pulled our sales cost down and pushed our sales volume up. Time and again we have cleared our floor of used pianos by means of our broadcasts."

—*United Piano Co.*

What KGW and KEX is doing for these and other advertisers it can do for you. To reach responsive minds and pocketbooks in the rich Oregon Market where surveys show that 95% of the homes have radios, use the stations of The Oregonian—KGW and KEX.

KGW
620 KC
5000 WATTS DAYS
1000 WATTS NIGHTS
NBC RED

RADIO STATIONS OF
THE OREGONIAN
PORTLAND, OREGON
•
National Representatives
EDWARD PETRY & CO. INC.
New York · Chicago · Detroit · St. Louis · San Francisco · Los Angeles

KEX
1160 KC
5000 WATTS
CONTINUOUS
NBC BLUE

(*Continued from page 20*)

by geographical areas is evident except for the Pacific Coast, where there are substantially more sets in operation during the early evening hours due primarily to differences in time and the fact that the most popular programs are scheduled on eastern time.

Programs in Rural Areas

The CAB has recognized the need for information concerning the radio habits of rural and small town radio owners by making special studies in the spring of the past three years. The interviews have totaled more than 60,000, divided almost equally between farmers and persons located in small towns. Rural radio audiences are larger during the daytime than urban audiences, but are smaller in the evening and the late hours.

The rural survey of 1939 showed about the same degree of difference in favorite programs between the rural and the urban populations as had been found before. Of the ten leading programs in rural areas, four were not among the 10 leaders in urban areas. These were *National Barn Dance, Fitch Bandwagon, Fibber McGee & Co.,* and *Lowell Thomas. Kraft Music Hall—Bing Crosby, Good News of 1939, Big Town,* and *Cantor's Camel Caravan,* among the first ten in the city, were not so well favored in the country. As to daytime programs, rural and urban preferences were a trifle closer. *Bachelor's Children, David Harum* and *The O'Neills* ranked among the first ten in the country but not in the city, while the converse was true of *Big Sister, Aunt Jenny's Real Life Stories* and *Our Gal Sunday.*

The ensuing tables compare the ranking of programs in rural areas with their ranking in cities and vice versa:

Ranking of the 10 Leading Evening Programs in Rural Areas Compared with Their Large City Ranks

	Rural Areas	*Large Cities*
Chase & Sanborn Program	1	1
Jack Benny	2	2
Major Bowes Amateur Hour	3	9
Lowell Thomas	4	28
National Barn Dance	5	44
Kate Smith Hour	6	7
Lux Radio Theatre	7	3
Fitch Bandwagon	8	11
Fibber McGee & Co.	9	15
Burns and Allen	10	8

Ranking of the 10 Leading Evening Programs in Large Cities Compared with Their Rural Area Ranks

	Large Cities	*Rural Areas*
Chase & Sanborn Program	1	1
Jack Benny	2	2
Lux Radio Theatre	3	7
Kraft Music Hall—Bing Crosby	4	12
Good News of 1939	5	20
Big Town	6	15
Kate Smith Hour	7	6
Burns and Allen	8	10
Major Bowes Amateur Hour	9	3
Cantor's Camel Caravan	10	11

Ranking of the 10 Leading Daytime Programs in Rural Areas Compared with Their Large City Ranks

	Rural Areas	*Large Cities*
Ma Perkins	1	2
The Guiding Light	2	3
Bachelor's Children	3	14
The Woman in White	4	12
Pepper Young's Family	5	5
Stella Dallas	6	5
Backstage Wife	7	8
David Harum	8	15
Mary Marlin	9	5
The O'Neills	10	24

Ranking of the 10 Leading Daytime Programs in Large Cities Compared with Their Rural Area Ranks

	Large Cities	*Rural Areas*
Ben Bernie	1	39
Ma Perkins	2	1
The Guiding Light	3	2
The Magic Key of RCA	4	35
Pepper Young's Family	5	5
Stella Dallas	5	6
Mary Marlin	5	9
Backstage Wife	8	7
Big Sister	8	14
Aunt Jenny's Real Life Stories	8	19
Our Gal Sunday	8	37

An analysis of preferences by evening program types showed that, with some exceptions, rural audiences favored variety and audience participation shows in about the same degree as their urban neighbors. However, preferences for other program types varied widely from those of urban listeners.

Special Events and Sports

During the year 1939 the CAB continued its custom of issuing ratings from time to time on public events of outstanding interest. For instance, 16.3% of set owners interviewed reported hearing President Roosevelt's speech at the opening of Congress on Jan. 4, 1939. 13.2% heard him address the American Retail Federation on May 22. The opening of Congress for the Special Session on September 21 was of greater interest since 29.8% heard him at that time. On October 9, when he spoke during the broadcast of the Community Mobilization for Human Needs, 12.1% of set owners reported hearing him. The Duke of Windsor, speaking on May 8 attracted 10.1%. The ceremonies attendant upon the election of the Pope on March 2 were heard by 11%.

The European situation has, of course, had its effect on listening. During the pre-war crisis from Aug. 24 to Aug. 29, 18.7% of set owners listened to news broadcasts during the daytime and 27.2% during the evening. The peak came on Aug. 26 when 33.5% of all programs mentioned were news broadcasts. On Sept. 19, 16.3% of set owners reported hearing Hitler talk from Danzig.

The CAB also reports on the interest of the radio audience in sports features. In 1939 the greatest interest was again displayed in boxing, or at least Joe Louis. His fight with Bob Pastor broadcast on a single network attained a rating of 47.6% which did not approach the figure of 63.6% established in the previous year by the Louis-Schmeling fight broadcast over two networks.

Football and Baseball

College football broadcasts showed a well maintained interest although the previous year's peaks were not attained. Week by week, the ratings were:

Oct. 7	23.6
Oct. 21	37.3
Nov. 4	35.7
Nov. 18	36.2
Dec. 2	36.0

The average for the season was 33.9 compared with about 35 for the preceding year.

Baseball always draws well, especially the World Series, but listeners in 1939 did not equal the radio audience reached the year before. The average rating for the four games in 1939 between the New York Yankees and the Cincinnati Reds, broadcast over a single network, was 21.3. The corresponding figure for the four games in 1938 between the New York Yankees and the Chicago Cubs broadcast over four networks was 33.2. In 1937 the average for four World Series games between the New York

Staff group-subscriptions for BROADCASTING Magazine are specially priced to enable your entire personnel to become better informed on the business of broadcasting.

Write us for special low group rates for agency, advertiser and station staffs.

BROADCASTING
Broadcast Advertising

NATIONAL PRESS BLDG. WASHINGTON, D. C.

THIS 446-PAGE YEARBOOK WITH EACH STAFF SUBSCRIPTION

Yankees and New York Giants, also on four networks, was 25.3.

During 1939 the CAB issued monthly reports on listening to baseball broadcasts. The figures were:

April-May	17.7
June	17.2
July	18.7
August	17.6
September	16.2

The All-Star game on July 11 attracted 14.9% of set owners. The ratings for both baseball and football are for play-by-play descriptions and not for resumes or sports news bulletins.

CAB Mutual Organization

The foundation for the CAB was laid by the radio committee of the Association of National Advertisers in January, 1929. As a result of the committee's discussion of a study made by Crossley Inc., a number of leading advertisers employed that organization to make individual surveys. Later these were combined into a report for the ANA and at the same time Crossley was requested to submit an outline for a cooperative investigation which would include "the checking of program popularity". The ANA appointed a special committee to work out the details. The field work was started by Crossley Inc. on March 1, 1930.

In 1934 the CAB was reorganized, taking its present set-up as a mutual, non-profit organization with a governing committee of five, three of whom are appointed by the president of the Association of National Advertisers and two by the president of the American Association of Advertising Agencies. This committee sets all policies, business, financial and research. Crossley Inc. is still employed to do the field and technical work. The CAB is the official organization for rating radio programs. It is supported by leading advertisers, agencies and networks on the basis of their respective stakes in radio.

The Method Used

The loosely defined term "recall" should not be applied to the technique the CAB now uses. As the result of 11 years of practice, constant experimentation and revision, it is now using a method which perhaps would be better defined as "the triple check method of identification". Under this method the listener need not remember the exact program name. He or she needs to give sufficient information about the program to enable the investigator by cross checking station, time, or description of the program, to enter it on CAB records as having been heard. This method has several outstanding advantages such as speed, accuracy, economy. It obtains the answer to the vital question "*Has the program made an impression?*"—a factor which the advertiser, to be successful, must know.

Fifty-two investigators, making calls at four stated times each day, working simultaneously 168 days of the year in 33 major cities from coast to coast complete 510,000 interviews based on more than 800,000 telephone calls. The geographical distribution of calls coincides roughly with the distribution of radio sets and *calls are distributed by income groups in accordance with the distribution of radio set ownership by income groups. Thus the criticism leveled at most telephone surveys, that they reach an undue proportion of persons in the upper income groups, has been eliminated as far as the CAB is concerned.*

Reports Issued

The results of these investigations are sent to subscribers in the form of 24 semi-monthly reports which include ratings for each sponsored network program. Each rating which appears is a percentage of set owners and not of listeners. To illustrate simply:

If, out of each 100 set-owners who are interviewed in the area covered by a given program, 20 report that they heard it, then the rating which appears in the report is 20. The number of stations carrying a program does not affect the size of the rating.

Semi-annually two complete analyses of radio program audiences are prepared and sent to subscribers. These reports analyze all programs by type, compare programs by length of broadcast, give variation in popularity preferences both geographically and by income levels, give the relationship between the amount of time devoted to types of programs, and the average popularity of those types. The summer report, for the five months of daylight saving time is based on approximately 212,500 completed interviews with radio set-owners, the seven-month winter report on 297,500.

Annually the CAB issues information on the ebb and flow of the radio audience, comparing the number of sets in operation by years, by season of the year, by parts of the day, by hours of the day, by income levels, by geographical sections.

The CAB has also made three comprehensive studies of program audiences and listening habits in rural areas, comparing these data with the data regularly obtained in large cities. In the latest rural survey, conducted in the spring of 1939, investigators interviewed 21,242 rural set-owners, of whom 10,165 were farmers and 11,077 were located in 350 small towns having an average population of less than 800.

From time to time special reports and ratings on outstanding events such as political speeches, international crises, prize fights, World Series baseball, football, etc. have been issued.

Further, the CAB supplies special analyses of radio programs from statistical material already compiled. For example, after a program has been on the air for a season a subscriber can obtain breakdowns showing the relative popularity of the program for A, B, C and D income levels, by cities, major geographical sections or sales areas. Subscribers can also obtain complete case histories of all commercial programs broadcast during the past nine and one-half years.

How Service is Used

Subscribers use the CAB report to help them:

1. Determine the best day and hour to select whenever a choice of radio time is offered.
2. Follow the popularity trend of various types of programs and discover when a given type is worn out.
3. Purchase talent advantageously by comparing the performers on different programs.
4. Decide whether a given season should be included or dropped.
5. Make comparisons between daytime and evening programs.
6. Compare the difference in program audiences by sections of the country, population groups, income levels etc.
7. Discern by study of the leaders and laggers what makes a good radio program.
8. Check where the most important competition is and thus find the most desirable time to buy.

The CAB provides within a fortnight the "box-office" on all sponsored network programs based on a comprehensive, nation-wide sample, regardless of the time of day or night program is broadcast.

Cities Surveyed

The investigation work is regularly carried on in:

Eastern Cities — Boston, New York, Philadelphia, Pittsburgh, Baltimore, Detroit, Cleveland, Buffalo, Cincinnati, Hartford, Providence, Syracuse, Rochester, Washington.

Southern Cities — Louisville, Memphis, Atlanta, New Orleans, Dallas, Houston, Oklahoma City.

Midwestern Cities—Chicago, St. Louis, Des Moines, Kansas City, St. Paul, Minneapolis, Omaha.

Pacific Coast Cities—San Francisco, Los Angeles, Portland, Seattle, Spokane.

CBS ENTERS 1940 breaking all major radio records; leading all networks in audience and advertisers' acceptance. These tangible records, today, reflect the "intangibles" that have so long been associated with Columbia...the intangibles of service, of performance, of action; the basic contributions which CBS has made to radio in twelve vigorous years. By these things, the leadership of a network is also measured.

COLUMBIA

PACE SETTER FOR THE NETWORKS

The Time-Buying Function in Radio Advertising

By C. E. HOOPER

C. E. Hooper, Inc.

TWO functions have long been recognized in the production of printed advertising: (1) Creation, (2) Space Buying. Advertisers using newspapers and magazines have recognized both functions as pertinently separate, yet each as important. The absence, down through the years, of any yardstick for measuring comparative achievement among printed advertisements did not prevent precise delineation of agency function, namely, to: (1) Produce the best advertisement possible, (2) Buy the most advantageous "position", (3) Schedule it for appearance at the most opportune time. (2) and (3) are "placement" functions.

From the very early days of commercial radio, a comparative yardstick in the form of program ratings has been in use. The fact that they have been called "popularity" ratings has caused them to be interpreted as measurements of programs in terms of comparative creative achievement. Ratings have been the tools of the radio production departments in advertising agency and broadcasting offices. Up to 1939 they played but a minor and superficial role as aids to the time-buying or placement personnel.

It would be an overstatement to declare that the radio business was not aware of the fact that placement influenced the size of ratings—for there have been repeated examples of a program rating changing abruptly when it, or a simultaneous competitor, was moved from one time period to another.

There is a difference, however, between knowing that the law of gravitation exists and applying it to a calculation. In 1939, radio made a significant beginning in applying measurements of *placement* factors as an addition to and separate from strictly *popularity* elements in its calculations and evaluations of program performance.

It is the sole purpose of this contribution to BROADCASTING's *Yearbook* Number to set forth evidence taken from existing records to illustrate, in actual cases, the application of radio's new information on program placement.

To make a beginning, let us view some comparative program ratings on the same production, noting the differences in audience size when there are radical differences in placement conditions, noting similarity in ratings when placement conditions tend to be similar.

LEADING NATIONAL ONCE-A-WEEK PROGRAMS

National Ratings*

December, 1939

Charlie McCarthy	31.2	8:00 P.M.
Jack Benny	30.1	7:00 P.M.
Radio Theater	25.3	9:00 P.M.
Fibber McGee	24.2	9:30 P.M.
Bob Hope	23.7	10:00 P.M.
Major Bowes	21.0	9:00 P.M.
Walter Winchell	20.9	9:00 P.M.
Bing Crosby	20.5	10:00 P.M.

* Source: Hooper National Ratings Reports. Base: December interviews only.

Pacific Coast Ratings†

December, 1939

Jack Benny	32.5	8:30 P.M.
Walter Winchell	27.5	9:00 P.M.
Charlie McCarthy	25.0	5:00 P.M.
Fibber McGee	24.9	6:30 P.M.
Bob Hope	22.9	7:00 P.M.
Bing Crosby	20.5	7:00 P.M.
Radio Theater	20.2	6:00 P.M.
Major Bowes	19.1	6:00 P.M.

† Source: Hooper Pacific Coast Ratings Report. Base: October, November and December interviews.

Notes on Foregoing Ratings

BING CROSBY: Although received locally at different times (Example: East 10-11 P. M.; Coast 7-8 p. m.) placement conditions were otherwise similar in that no sponsored network competition was encountered in any part of the country. The ratings are seen to be identical, indicating relative uniformity of program appeal in both samples and reflecting that the program was unaffected by placement variables. The ratings were: National, 20.5 and Pacific, 20.5.

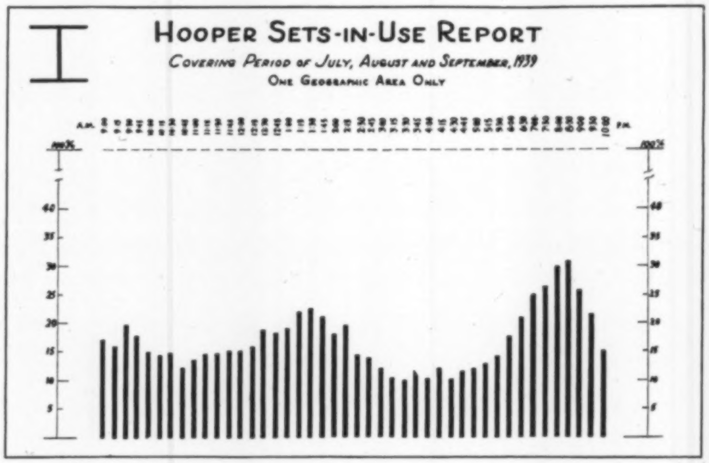
MAJOR BOWES: Major Bowes encounters the same major sponsored network competition both in the National sample and on the Pacific Coast, namely, the Maxwell House *Good News* program. The local time of reception (a placement factor) is different (East: 9-10 p. m., Coast: 6-7 p. m.) but apparently in this instance, in influence, a minor difference. The ratings tend to be similar: National, 21, Pacific, 19.1.

FIBBER McGEE: As in the case of Crosby and Bowes, local time of reception differs but sponsored network competition (Bob Crosby) is the same in both samples. Ratings: National, 23.7; Pacific, 22.9.

CHARLIE McCARTHY: It is when a *radical* change in "time of local reception" takes place, i.e., when the *willingness* of listeners to tune in a program comes in conflict with *convenience* or *ability* to do so, that the rating is materially altered and its significance fades as a measurement of popularity. Charlie McCarthy reaches Coast listeners at 5-6 p. m. as compared with 8-9 p. m. in the East. The result is that Jack Benny and Walter Winchell, under better placement conditions, both show larger Pacific Coast ratings. McCarthy Ratings: National, 31.2; Pacific 25.

RADIO THEATER: The *Radio Theater* encounters the same sponsored network programs both in the National and in the Pacific Coast sample. Likewise, the ratings of the competitive programs are only slightly higher on the Coast. The lower Pacific Coast rating on the *Radio Theater*, may nonetheless be traceable to placement rather than popularity, in this instance. Witness: The relative difficulty of concentrating on a one-hour play during the dinner hour 6-7 p. m. on the Coast, as compared with 9-10 p. m. in the East. Ratings: National, 25.3; Pacific, 20.2.

WALTER WINCHELL: The combined ratings of Winchell's major sponsored competition nationally are 21.3 (*Manhattan Merry-Go-Round* plus *Ford Symphony*). On the Coast the combined ratings of the three sponsored network programs which oppose him total 11.3 (*Ben Bernie, Mr. District Attorney, News*). It is apparent, therefore, that the cause of the higher rating achieved by Winchell on the Coast is not local time of placement (it is 9 p. m. local time in both samples); it is weaker sponsored network competition on the Coast; i.e., the cause is competition, a placement factor. Ratings: National 20.9; Pacific Coast, 27.5.



A list of December ratings for leading five-time-a-week programs follows. It is our thought that the reader may benefit from applying his own analysis to the placement conditions surrounding each program, and individually determine reasons for the differences.

LEADING NATIONAL FIVE-TIME-A-WEEK PROGRAMS

National Ratings*

December, 1939

		EST
Amos & Andy	12.5	7:00 P.M.
Jack Armstrong	11.9	5:30 P.M.
Road of Life	10.8	11:15 P.M.
I Love a Mystery	9.9	7:15 P.M.
Fred Waring	9.9	7:00 P.M.
Pepper Young's Family	8.9	3:30 P.M.
The O'Neils	8.8	12:15 P.M.
Ma Perkins	8.7	3:15 P.M.

* Based on December interviews only.

Pacific Coast Ratings†

December, 1939

		PT
I Love a Mystery	11.6	8:15 P.M.
Amos & Andy	10.4	8:00 P.M.
Fred Waring	10.4	8:00 P.M.
Pepper Young's Family	9.2	12:30 P.M.
Helen Trent	7.5	9:30 A.M.
Our Gal Sunday	7.3	9:45 A.M.
Hilltop House	7.2	1:30 P.M.
Pretty Kitty Kelly	7.1	1:00 P.M.

† Based on average of October, November, December interviews.

In 1939, radio had not yet decided whether its "circulation" is the total sets which *could* be reached potentially, or whether "circulation" is the sets it *does* reach actually; the latter is a variable which is in a state of constant change. It did, however, become apparent during the past year that it is not a question of one or the other but that the time-buyer needs records of both if he is to perform his placement function with anything better than horse and buggy efficiency. Records of the first type (potential audience) aid in selection between networks and stations. The networks themselves have made strides during the past year in making measurements and preparing records of this character. Records of the second type (actual audience) have, in 1939, become regularly available in 15 minute time units from 9 a.m. up to 7:30 p.m.; by 30-minute periods thereafter.

Two significant points should be made in this connection:

1. These "Sets-in-Use figures are the result of *direct* research on the subject of set use—they are not by-products.

2. The records of "Sets-in-Use" are made by geographic sections to supply the time-buyer with a picture of localized listening within territorial units and time zones—such detailed records are *necessary* to sound decisions regarding rebroadcasting as well as purchase of time for original broadcast. They are also of assistance in "spot" time buying.

Chart I shows an actual pattern of listening during the third quarter of 1939 as described above. Although the report is actual, being based on the answers to the question, *"Were you listening to the radio just now?"* asked during July, August, September, 1939, the identity of the time zone or geographic area is not included.

The differences in the foregoing ratings and Sets-in-Use record are provocative of serious thought regarding the potential improvement in radio effectiveness which is inherent in a thorough knowledge of the workings of factors solely germane to the function of radio program placement. The examples state the problem and suggest the desirability of a more thorough analysis of some one situation. For this purpose we have chosen to visualize information we have accumulated on an evening period, Tuesday, 8:30-9 p.m., New York time.

* * *

The Beville Report

Before proceeding with this analysis, however, it seems desirable, due to the highly technical nature of radio reporting, to inject a

(*Continued on page 26*)

Louisiana's State Capitol—2500 employees—annual payroll $4,000,000.00.

Louisiana State University—7,500 students spend more than $6,000,000.00 annually.

at no increase in rates!

1000 watts full time

1120 Kilocycles

Covering this wide-awake Southern Market

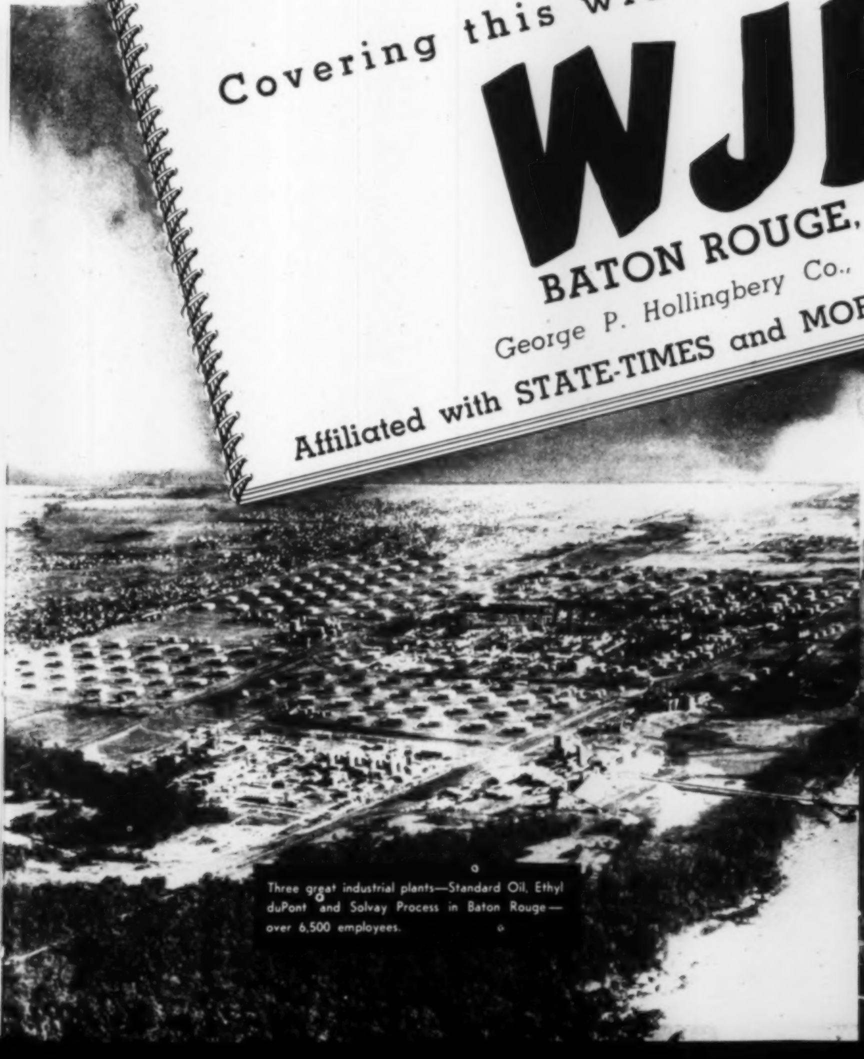
WJBO

BATON ROUGE, LOUISIANA

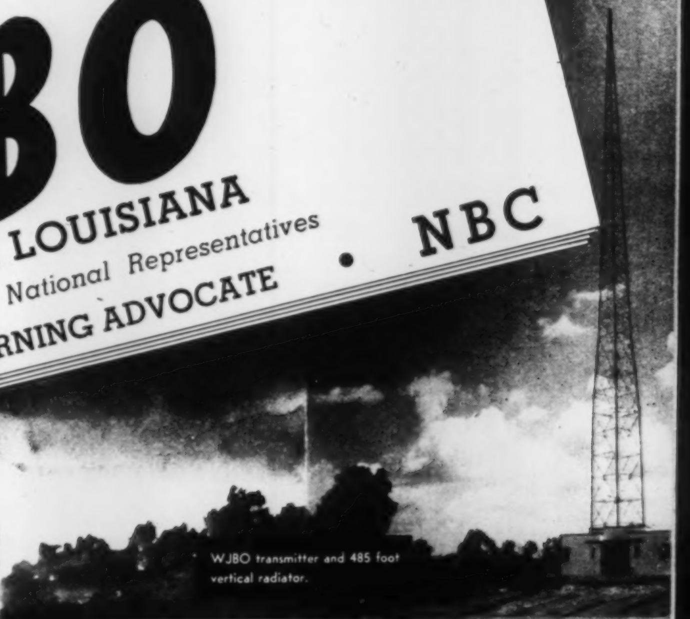
George P. Hollingbery Co., National Representatives

NBC

Affiliated with **STATE-TIMES** and **MORNING ADVOCATE**



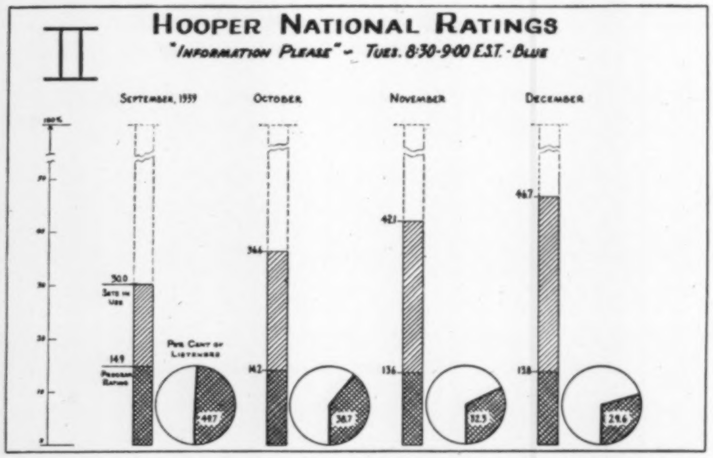
Three great industrial plants—Standard Oil, Ethyl duPont and Solvay Process in Baton Rouge—over 6,500 employees.



WJBO transmitter and 485 foot vertical radiator.

Gulf States Steam Plant—the largest steam and electrical plant in the south.

(*Continued from page 24*)



II

HOOPER NATIONAL RATINGS

"INFORMATION PLEASE" – TUES. 8:30-9:00 E.S.T. - BLUE

		DISTRIBUTION OF ALL LISTENERS TO:				
	Sets-in-Use	Rating Information Please	Information Please	CBS Network	Red Network	All Others
September	30.0%	14.9%	49.7%	18.1%*	13.7%*	18.5%
October	36.6	14.2	38.7	30.5	22.9	7.9
November	42.1	13.6	32.3	19.7	36.2	11.8
December	46.7	13.9	29.6	22.2	37.7	10.5

* Note: Sustaining Programs except in Pacific Coast cities.

description of our methods and procedure. To supply readers with this background, we are reprinting, with the permission of the Princeton Radio Research Project, from Pages 8-13 of *Social Stratification of the Radio Audience" by H. M. Beville*, Research Manager, NBC, a description of what Mr. Beville calls "Hooper Reports".

1. *Hooper "National" Ratings Reports:*

Delivered to subscribers in two sections (1) Daytime—9a.m.-6:00 p.m. (2) Evening—6 p.m.-10:30 p.m. For each sponsored network program, the following items of information are reported:

1. Name of Sponsor
2. Name of Product
3. Network Used
4. Time of Broadcast
5. Number of Total Calls

a. % Not Answering Telephone
b. % Home Not Listening
c. % "Sets-in-Use"
d. % Listening to Program
  1. Change from last report
e. Ratio Program Listeners to "Sets-in-Use"
  1. Change from last report
f. % Sponsor Identification

The above items with reference to an average of 90 evening programs typically represent the factual content of a Hooper Evening "National Ratings Report". About 75 daytime, two, three or five time-a-week, fifteen-minute per day commercial programs are reported in this detail in Hooper Daytime "National" Ratings Report.

2. *Hooper "Set-in-Use" Report:*

This report is based on three months moving averages. The moving average device is used to provide an adequate statistical base for "Sets in Use" material in each of four geographic sections by 15 minute periods of the day and for the early evening hours (when for the most part programs are of 15 minute length); and by 30 minute periods for evening periods after 7:30 p.m.

The geographic sections are *Eastern*, represented by 13 cities all in the Eastern Time Zone. *North Central*, represented by four cities all in Central Time Zone but North of Mason-Dixon line. *South Central* represented by seven cities all in Central Time Zone but South of Mason-Dixon line. *Pacific*—represented by four cities all in Pacific Time Zone. (Two Mountain Time Zone cities which are included in "National Ratings" produce insufficient data for a "Sets in Use" report for that Time Zone.)

Data included for each time period:

% Not Answering Telephone
% Home Not Listening
% Sets in Use
% Sets Listening to Network Programs
% Sets Listening to "All Other Programs"

This "Sets in Use" report is designed for use primarily by the agency or advertiser.

3. *Hooper "Sectional" Ratings Report:*

The content of this report, like "Sets in Use", is based on three months moving averages for reasons given above. The "Sections" are the same geographic units described under "Sets in Use" above.

This report contains a page on which is indicated those specific cities, which were used as a base for the ratings both "Nationally" and by "Sections". The same page indicates in which of the cities the subject program encountered the same program or programs as uniform "listener" competition. Typically the latter list is shorter than the former due to the facts that (1) all programs are not broadcast locally in all Hooper interviewing cities and (2) "rebroadcasts" of programs almost universally encounter different program competition as compared with the original broadcast.

The Hooper "Sectional" Ratings Report is supplied to agent and advertiser on their own programs only. It is divided into three parts:

A. *"Uniform Competition"*

Here is shown the distribution of listeners among the networks "before", "during" and "after" the broadcast of the subject program. The base is those cities where programming follows a "uniform" pattern *during* the broadcast. The audiences to these same city stations are also reported for the 15-minute period "before" and "after" (regardless of network or programming of these stations before or after) so that the influence in audience of programs preceding and following the subject program may serve as a reference point for comparing the size of the audience to the subject program. The distribution of the listening audience "during" the subject program's broadcast is also shown (in chart form) for each 15-minute period it is on the air.

B. *Identification*

This report, like "Uniform Competition" is based on "National" interviewing although physically reported in the "Sectional" Report. It reports the following three degrees of respondents' attentiveness to or awareness of what is being broadcast at the time of the interviews.

1. *Program Rating*

In the case of the "Program Rating" either the name of station, of program, of talent or of sponsor is accepted as evidence of listening.

2. *"Program" Identification*

This is the same as Program Rating except that those who named "only the station" are eliminated.

3. *"Sponsor" Identification*

Includes only those listeners able to name the sponsor or product advertised.

C. *Geographic Section Ratings*

Here in elaborate detail is shown, the distribution of the listening audience by network, "before", "during" and "after" the subject program's broadcast within each of the four geographic sections. Each of the four areas is treated independently on a three-months moving average and results are shown on two bases (1) total calls (2) set users. This, like other divisions of the sectional ratings report, is typically supplied to the agent or advertiser on his own program plus those which precede, compete with and follow it only.

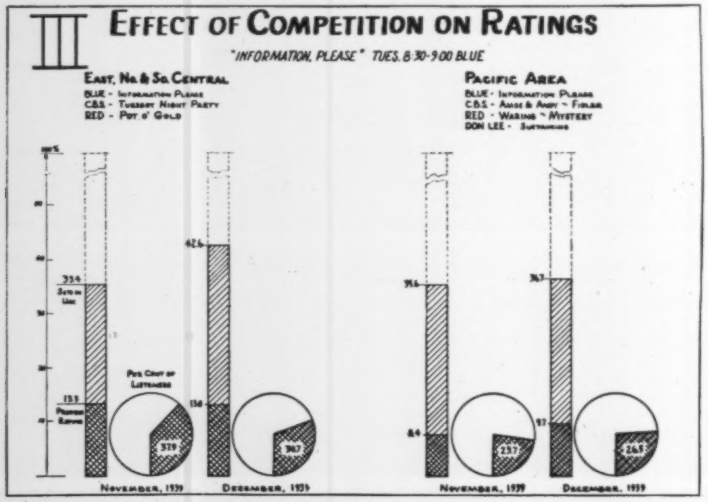
* * *

'Information Please'

This program of Canada Dry has been chosen for illustration because it is probably sought for, as entertainment, by more readers of these pages than any other program; because it was given first award by *Radio Guide* as the outstanding program; second award by the *World-Telegram;* and because the same broadcast period includes the currently much-publicized *Pot o' Gold* program.

Chart II and the accompanying table are supplied to readers to refresh their minds with the September-December, 1939 Hooper National Ratings on *Information Please*, and the distribution among the networks of all persons listen-

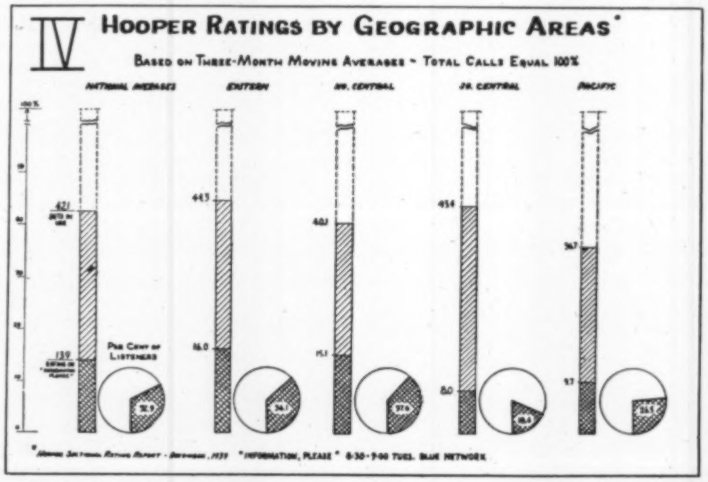
(*Continued on page 28*)



III

EFFECT OF COMPETITION ON RATINGS

"INFORMATION, PLEASE" TUES. 8:30-9:00 BLUE



IV

HOOPER RATINGS BY GEOGRAPHIC AREAS*

BASED ON THREE-MONTH MOVING AVERAGES ~ TOTAL CALLS EQUAL 100%

*Hooper Sectional Ratings Report - December, 1939 "INFORMATION, PLEASE" 8:30-9:00 TUES. BLUE NETWORK

WHAS

. . . A key station for coverage in the middle-west

50,000 WATTS AT 820 ON THE DIAL

Here's What You Find In the WHAS Primary Area:

1,292,454 families

$2,214,269,000 in spendable income

$1,296,831,000 in retail sales

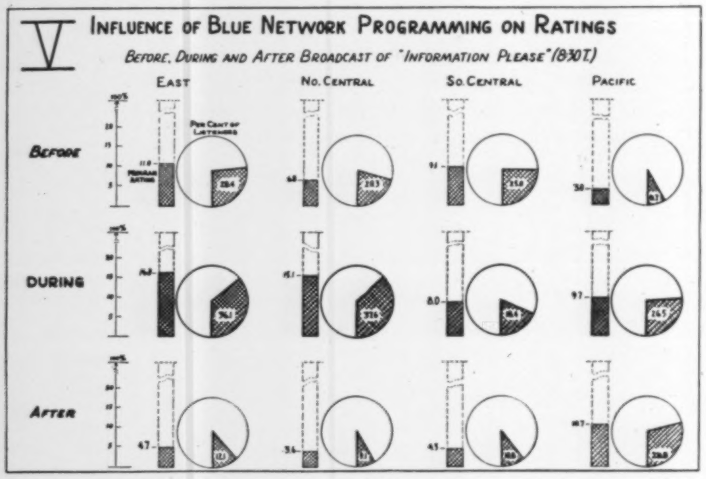
$2,716,481,297 value of manufactured products

A county-by-county break-down of the market potentialities in the WHAS primary area is available on request.

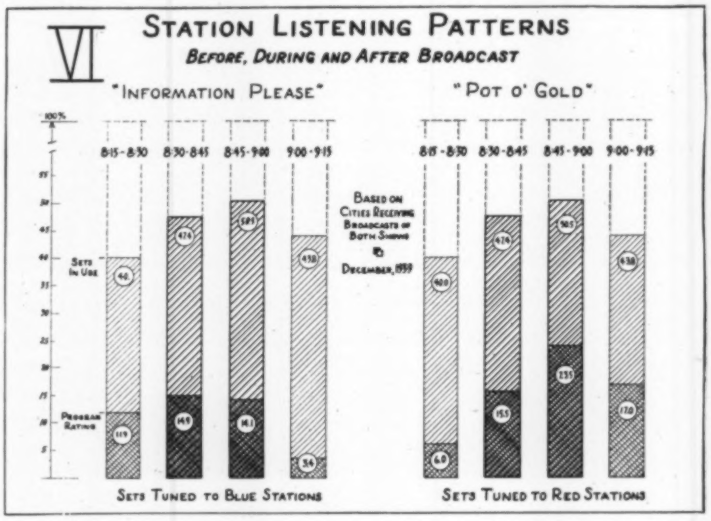
BASIC CBS OUTLET

REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

Owned and Operated by The Courier-Journal THE LOUISVILLE TIMES


V INFLUENCE OF BLUE NETWORK PROGRAMMING ON RATINGS

BEFORE, DURING AND AFTER BROADCAST OF "INFORMATION PLEASE" (8:30 T.)


VI STATION LISTENING PATTERNS

BEFORE, DURING AND AFTER BROADCAST

(*Continued from page 26*)

ing to the radio during those broadcasts of *Information Please.*

Chart II shows Sets-in-Use, 8:30-9 p. m. Tuesday advancing by months:

September	30.0
October	36.6
November	42.1
December	46.7

Actually this increase is at a rate about two-and-a-half times the normal seasonal increase as computed for all evening programs.

The ratings of *Information Please* do not reveal the reason for this increase:

September	14.9
October	14.2
November	13.6
December	13.8

The report of % of Listeners suggests the need for investigating the circumstances of placement because, though the rating based on Total Calls (see bar charts) is holding steadily, the rating based on Listeners (see pie charts) is dropping:

% of All Listeners During 8:30-9:00 P.M. Which are Tuned to *Information Please*

September	49.7
October	38.7
November	32.3
December	29.6

This illustration of the phenomenon of a "rating" experiencing no material change, while something of major consequence is happening to a large group of other homes, is introduced here to dramatize the desirability of keeping in close touch with placement conditions—with what is happening on other networks. In this instance, the explanation lies in the above table rather than the chart; the former revealing rapidly mounting % of Listeners to Red Network Stations:

September	13.7
October	22.9
November	36.2
December	37.7

% of Listening to Red and CBS stations is reported here regardless of programming. Actually, after September, with the exception of the Pacific Coast Area, opposing network programs during the fall of 1939 have been—on CBS, Lever Brothers' *Tuesday Night Party;* on Red, Tums' *Pot o' Gold.* On the Pacific Coast, Red, Chesterfield's *Fred Waring* and Fleischmann's *Mystery;* on CBS — Campbell's *Amos 'n' Andy* and Drene's *Jimmy Fidler.*

The degree to which a program's rating differs under varying conditions of competition is illustrated in Chart III. In it all other areas are lumped together for comparison with the Pacific. Actually, *differences in program appeal* may cause wide differences in coverage between sections, even when competition is the same. Particular attention is called to the difference in rating, and % of Listeners, in the South Central as compared with East and North Central *despite* the fact that programming is uniform in the three areas. This is illustrated in Chart IV. *Information Please* is seen to be covering about eight out of every 100 homes in the South, about 16 out of every 100 homes in East and North Central; a difference in the coverage index of about 2 to 1.

Ratings on *Information Please* are also influenced by the size of the audience which is assembled to the program on its Blue Network stations just *"before" its broadcast* and just *"after" it goes off the air.* Although less apparent as a factor than some of those illustrated above, and much less pertinent here than on many other programs, these percentages are visualized for *Information Please* in Chart V.

Notes on Chart V:

1. Where *The Aldrich Family* precedes *Information Please* (in East and North Central), the % of listeners tuned to Blue stations during *Information Please* is high —36.1 and 37.6 respectively. On the Pacific Coast *The Aldrich Family* follows *Information Please* and is helped by *Information Please,* but does not apparently contribute to the latter's audience, *i.e., Information Please* gets 26.5% of the listeners, *The Aldrich Family,* 28.8%.

2. It is true that in the South Central Section *The Aldrich Family* precedes *Information Please* just as it does in the East and North Central, but the *Pot o' Gold* has so taken hold in that area (it polls 48% of the listeners) as to illustrate the need for *particular* rather than general information with reference to program performance.

Listening Patterns

In addition to the attention given to program ratings, under a variety of placement conditions during 1939, much attention was paid to behavior of listeners within the limits of the time period when a given program was on the air.

Detailed reports on the pattern of listening to individual programs can be and are being supplied in time periods as small as five minutes. Such reports are typically based on interviewing conducted during three successive months during which the program pattern of the subject program (and of its major competitors) has remained reasonably constant.

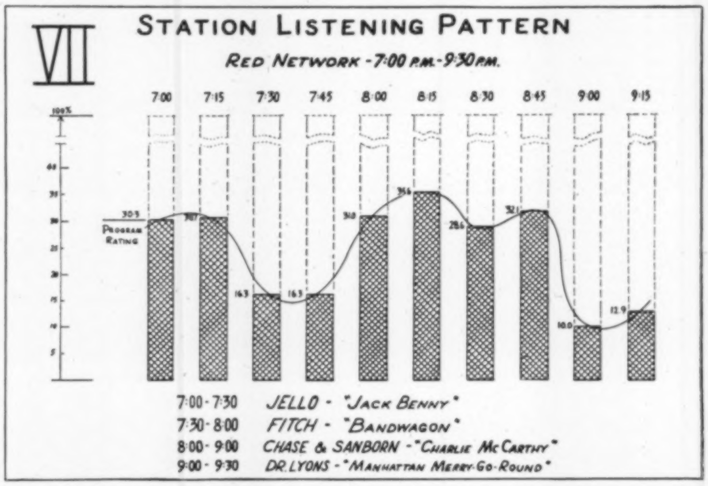
As a normal service practice, the listening pattern is reported monthly by 15 minute units. If there is a *high point* of interest in a program (see second 15 minutes of *Pot o' Gold* and *Charlie McCarthy* below) it reveals itself in the shape of a listening pattern. By similarly picturing the pattern of listening "before" and "after" the subject program on the same stations, the revelation of the flow of audience to and from the program is reasonably complete. Charts VI and VII are based on Hooper Radio Reports for December, 1939 and show in Chart VI the listening patterns of *Information Please* and *Pot o' Gold.* Chart VII pictures the listening pattern to Red Stations Sunday evening for the period 7-9:30 p.m. New York Time.

Little variation in audience size to these Red Network stations is noted during the broadcast of the Jack Benny program. From that point on, a continuous flow to and from the Red Stations is indicated.

The flow line, which is superimposed on these individual period averages, shows the character of the actual shifts in station audience size.

Note: Low point in Red Network listening is 9:00-9:15 P.M. Explanation: Walter Winchell is then broadcasting over the Blue Network.

The factual evidence contained in this contribution to BROADCASTING'S review of 1939 illustrates something which has become increasingly apparent in 1939, namely, that there is much more to the successful use of radio than merely "going into the show business". Trustworthy comparative measurements of the size of radio audiences, listening under vastly different circumstances in various sections of the American market, are assisting in laying the groundwork for a new radio advertising strategy, a strategy which extends beyond the creation of story and commercial lines into the second all important advertising agency function—Time-Buying.


VII STATION LISTENING PATTERN

RED NETWORK - 7:00 P.M. - 9:30 P.M.

7:00-7:30 JELLO - "JACK BENNY"
7:30-8:00 FITCH - "BANDWAGON"
8:00-9:00 CHASE & SANBORN - "CHARLIE McCARTHY"
9:00-9:30 DR. LYONS - "MANHATTAN MERRY-GO-ROUND"

The dominant station of the Deep South!

WWL

NEW ORLEANS
50,000 WATTS

Tell-Sell over **WWL**

COLUMBIA AFFILIATE . . . . NATIONAL REPRESENTATIVES—THE KATZ AGENCY, INC.

CALENDAR OF EVENTS AND PROMOTIONAL GUIDE: 1940

The 1940 Calendar and Promotional Guide for Retailers, from which this information was obtained, is published by the National Retail Dry Goods Assn., New York

Timely tieups for stations and sponsors are presented by the 'Retailer's Calendar and Promotional Guide for 1940' compiled by the National Retail Dry Goods Association. The calendar offers tips for programming and merchandising and also will prove helpful to promotion and sales departments. Allen A. Wells, Manager, Sales Promotion Division, NRDGA, prepared the guide. ‡Indicates event date tentative.

JANUARY

Flower—Snowdrop, carnation; Birthstone—Garnet, hyacinth.

1—New Year's Day; Emancipation Proclamation, 1863; Federal Job Insurance created, 1936; Social Security effective, 1937; Paul Revere, patriot, born 1735.
2—Georgia admitted to Union, 1788.
3—27th year U. S. Postal Banks established.
4—Utah admitted to Union, 1896.
5—National Motor Boat Show, N. Y., Jan. 5-13.
6—New Mexico joined Union 1912; Old Christmas Day (Epiphany).
7—Telephone communication New York and London, est. 1927; first national election 1789; first regularly est. bank in America, opened in Philadelphia, 1782.
8—Battle of New Orleans, 1815 (legal holiday in Louisiana).
9—Connecticut joined Union, 1788; first balloon ascension in America at Philadelphia 1793; photography (daguerreotype was first used, 1839.
11—Alexander Hamilton born 1757.
12—John Hancock, patriot, born 1737.
13—Modern printer's ink first used in Philadelphia by Jacob Johnston, 1804.
14—Tea Week, January 14-20; first written Constitution adopted at Hartford, Conn., 1639.
15—N. R. D. G. A. Convention, Jan. 15-19, in New York City; first locomotive built, U. S., 1831.
16—18th Amendment in effect 1920 (repealed December 5, 1933).
17—Benjamin Franklin born 1706; National Thrift Week, Jan. 17-23.
18—National Peanut Week, Jan. 18-25; Daniel Webster born 1782.
19—Robert E. Lee born 1807 (legal holiday in the South); Edgar Allen Poe born 1809.
21—Thomas J. Jackson, "Stonewall Jackson", born 1824.
22—Lord Byron, poet, born 1788.
23—In 1845 Congress scheduled national election day for Tuesday after first Monday in November.
24—Morse exhibited telegraph, 1838; gold discovered in California, 1848.
25—Robert Burns, poet, born 1759.
26—Michigan admitted to Union, 1837.
27—Edison patented incandescent lamp 1880; Mozart, composer, born 1756; Lewis Carroll, author "Alice in Wonderland", born 1832.
29—Kansas admitted to Union, 1861.
30—Franklin D. Roosevelt (32nd President), born 1882; Annual Birthday Ball.
31—Franz Schubert born 1797.

FEBRUARY

Flower—Primrose; Birthstone—Amethyst.

1—George Washington elected first President of U. S., 1789.
2—World Olympic Winter Games at Garnisch-Partenkirchen, Germany, Feb. 2-11; Candlemas Day, also known as Groundhog Day.
3—New England Sportsman's and Boat Show, Boston, Feb. 3-11; Horace Greeley, born 1811; Mendelssohn-Bartholdy born 1809.
4—National Drama Week, Feb. 4-11.
6—Shrove Tuesday. Observed as Mardi Gras in Ala., Fla., La.; Massachusetts entered Union, 1788.
7—Ash Wednesday. Lent begins; long distance telephone opened New York-Chicago, 1892; Charles Dickens born 1812.
8—Boy Scout Anniversary Week, Feb. 8-14.
9—Weather Bureau organized, 1870.
11—Thomas A. Edison born 1847.
12—Abraham Lincoln born 1809; Notion Market Week, Feb. 12-17; Dog Show at Madison Square Garden, New York, Feb. 12, 13, 14; Georgia Day (holiday in Georgia).
13—University of North Carolina first State University, opened 1795.
14—St. Valentine's Day; Oregon admitted to Union, 1859; Arizona admitted to Union, 1912; Bell and Gray patented telephone, 1876.
15—National Cherry Week, Feb. 15-22.
17—National Sportsman's Show in New York, Feb. 17-25; Suez Canal opened 1867.
18—Phonograph patented by Edison, 1878.
19—Ohio admitted to Union, 1803.
20—Better Speech Week, Feb. 20-26.
22—George Washington, born 1732 (legal holiday all states).
24—National Sew and Save Week, Feb. 24-Mar. 2; American School Administrators' Convention, St. Louis, Feb. 24-29.
25—Victor Hugo, born 1802; 16th Amendment adopted giving power to tax incomes, 1913.
26—15th Amendment adopted, 1869; Canal Zone granted U. S. by Treaty with Panama, 1904.
27—Henry Wadsworth Longfellow, born 1807.

MARCH

Flower—Violet; Birthstone—Jasper, bloodstone, aquamarine.

1—Bank of Philadelphia chartered—first in U. S., 1780; Nebraska joined Union, 1867; U. S. Dept. of Education, est. by Congress, 1867.
2—Sportsman's and Boat Show, Detroit, Mar. 2-10; Texas Independence Day.
3—First U. S. postage stamps, 1847; Florida admitted to Union, 1845; Bell, invention of telephone, born 1847.
4—Bank Holiday of 1933; 101st anniversary of express service in United States, Pennsylvania Day. Charter granted 1681; Vermont joined Union, 1791.
5—Inventors' Exhibit, Kansas City, Mo., Mar. 5-8.
7—International Bowling Championships, Detroit, Mar. 7-Apr. 29; Luther Burbank, horticulturist, born 1849.
10—Telephone first used 1876.
11—International Flower Show, New York, Mar. 11-16.
12—Girl Scout Anniversary Week, Mar. 12-18; great blizzard of 1888; General Post Office est., 1799.
14—Eli Whitney patented cotton gin, 1794; Albert Einstein born 1879.
15—Federal Income Tax Due; Maine admitted to Union, 1820.
16—Sportsman's Show, Indianapolis, Mar. 16-24; Federal Trade Commission organized, 1915.
17—Palm Sunday; St. Patrick's Day; Wild Life Week, Mar. 17-23.
20—Spring begins today.
21—Holy or Maundy Thursday; Bach, composer, born 1685.
22—Good Friday; Ice Carnival at Madison Square Garden, N. Y., March 22, 23, 25, 27.
23—End of Lent.
24—Easter Sunday.
25—National Business Show in Boston, Mar. 25-29; Maryland Day (state holiday).
27—Ice Carnival at Madison Square Garden, N. Y. ends.
28—Savannah, first American steamboat to cross Atlantic, set sail from N. Y., 1819.
30—Sportsman's and Boat Show in Buffalo, Mar. 30-Apr. 7; Swiss Industries Fair at Basle, Switzerland, Mar. 30-Apr. 9; Baseball Week, Mar. 30-Apr. 6; Alaska made part of U. S., 1867.

APRIL

Flower—Daisy; Birthstone—Sapphire, diamond.

1—April Fool's Day; Conservation Week, April 1-7 (in several states).
2—First U. S. Mint, established 1792.
4—World Bridge Olympics held throughout the country.
6—Army Day; U. S. entered World War 1917; Peary discovered North Pole, 1909; ‡Circus at Madison Square Garden, New York, April 6-May 8.
8—American Toy Fair, N. Y., April 8-20; Ponce de Leon landed in Florida at St. Augustine, in search of the Fountain of Youth, 1513; Louisiana joined Union, 1812.
14—Science & Engineering Fair, N. Y., April 14-20; Pan-American Day; Humane Sunday; Be-Kind-to-Animals Anniversary April 14-20.
15—National Garden Week, April 15-20; National Foot Health Week, April 15-20.
19—Patriot's Day (Maine and Massachusetts); Paul Revere's ride, 1775.
21—Spanish-American War, began 1898.
22—Birthday of J. Sterling Morton, founder of "Arbor Day".
23—Passover—First day.
24—Passover—Second day; First newspaper, The Boston News Letter, published 1704.
25—National Hardware Open House, April 25-March 4.
26—Pennsylvania Relay Carnival, April 26-27; Confederate Memorial Day in Florida, Alabama Georgia and Miss.
27—National Fisherman's Week, April 27-May 4; Morse, inventor of telegraphy, born 1791; Audubon, naturalist, born 1780.
28—National Better Homes Week, April 28-May 4; Daylight Saving begins; Maryland entered Union, 1788.
29—National Baby Week, April 29-May 4; Passover—Seventh day.
30—Washington inaugurated first President, 1789; Passover—Last day.

MAY

Flower—Hawthorne, lily of the valley; Birthstone—Agate, emerald.

1—National Baby Week continued; Moving Day in many cities; May Day or Child Health Day; National Egg Week, May 1-7.
2—Ascension Day (Parochial Schools closed).
4—National Golf Week May 4-11.
5—National Music Week, May 5-12; Raisin Week, May 5-11.
6—National Restaurant Week, May 6-12; Manhattan Island (now New York City) purchased from the Indians by Peter Minuit, 1626.
10—Confederate Memorial Day (Kentucky, North Carolina, South Carolina).
11—West Coast Relays in Fresno, Calif.; Minnesota entered Union, 1858.
12—Mother's Day; National Hospital Day; Peace Week, May 12-18.
15—Straw Hat Day, some cities; Air Mail Service, established 1918.
17—†National Cotton Week May 17-25; First Kentucky Derby, 1875.
18—International Good Will Day.
19—National First Aid Week, May 19-25; Foreign Trade Week, May 19-25; National Poetry Week, May 19-26.
21—†Outdoor Cleanliness Day in New York; Lindbergh's Paris Flight, 1927.
22—National Maritime Day.
23—Buddy Poppy Week, May 23-30; South Carolina joined Union, 1788.
24—First horse-drawn railroad, opened to traffic, 1830; Empire Day in Canada; telegraph first used, 1844.
25—New York World's Fair opens second season, May 25-Oct. 27; National Tennis Week May 25-June 1; Ralph Waldo Emerson, born 1803.
27—Golden Gate Bridge, San Francisco (world's largest suspension bridge), opened 1938.
28—Dionne Quintuplets born at Callender, Ontario, 1934.
29—Rhode Island joined Union, 1790; Wisconsin joined Union, 1848.
30—Memorial Day (except Alabama, Georgia, Arkansas, Florida, Louisiana, Mississippi, North Carolina, South Carolina and Texas); Confederate Memorial Day in Virginia.

JUNE

Flower—Rose, honeysuckle; Birthstone—Moonstone, pearl.

1—Kentucky entered Union, 1792; Tennessee entered Union, 1796.
3—Conferedate Memorial Day (Louisiana, Tennessee); Jefferson Davis, born 1808 (celebrated in Alabama, Arkansas, Florida, Georgia, Mississippi, South Carolina, Texas and Virginia).
6—Nathan Hale, patriot, born 1755.
8—First Anniversary of Visit of King and Queen of England to Washington, D. C.
9—Children's Day celebrated in churches; John Howard Payne, author "Home, Sweet Home", born 1791.
10—National Flower Shut-in Day.
12—New York City incorporated 1655.
14—Flag Day; Harriet Beecher Stowe, author of "Uncle Tom's Cabin," born 1811.
15—Children's Day (for commercial purposes); Pioneer Day in Idaho; Arkansas joined Union, 1836; Franklin's kite experiment 1752; Federal Income Tax, 2nd payment.
16—Father's Day.
17—Bunker Hill Day in Boston.
19—Send a Child to Camp Week, June 19-25.
20—West Virginia joined Union, 1863.
21—Summer begins; New Hampshire joined Union, 1788.
23—C. L. Sholes patented typewriter, 1869; National Education Ass'n Convention, Milwaukee, June 30-July 4.
24—National Swim-for-Health Week, June 24-29; Iced Coffee Week, June 24-29.
25—Virginia admitted to Union, 1788.
26—American troops landed in France, 1917.

JULY

Flower—Water lily, sweet pea; Birthstone—Onyx, ruby.

1—Camp season opens about now; Dominion Day in Canada.
3—Idaho admitted to Union 1890.
4—Independence Day; First road test of auto, 1894; Nathaniel Hawthorne, born 1804.
7—Air mail service—New York to California—established 1929.
8—Elks Grand Lodge Convention, Houston, Tex., July 8-13.
10—Howard Hughes started (at Brooklyn) fastest round-the-world flight, 1938.
11—Tri-Borough Bridge, New York, opened 1936.
14—Bastille Day—first celebrated in U. S. in 1914; Stars and Stripes adopted, 1777; first World's Fair in U. S. 1853.
15—St. Swithin's Day.
16—District of Columbia, est., 1790.
18—United States-Canada St. Lawrence Treaty 1932.
20—‡World Olympic Summer Games, at Helsinki, Finland, July 20-Aug. 4.
24—Pioneer Day in Utah.
25—Occupation Day in Porto Rico.
26—Postal system, established 1775; N. Y. ratifies Constitution, 1788.
28—Beginning of World War, 1914.

AUGUST

Flower—Poppy, gladiola; Birthstone—Carnelian, topaz, sardonyx, peridot.

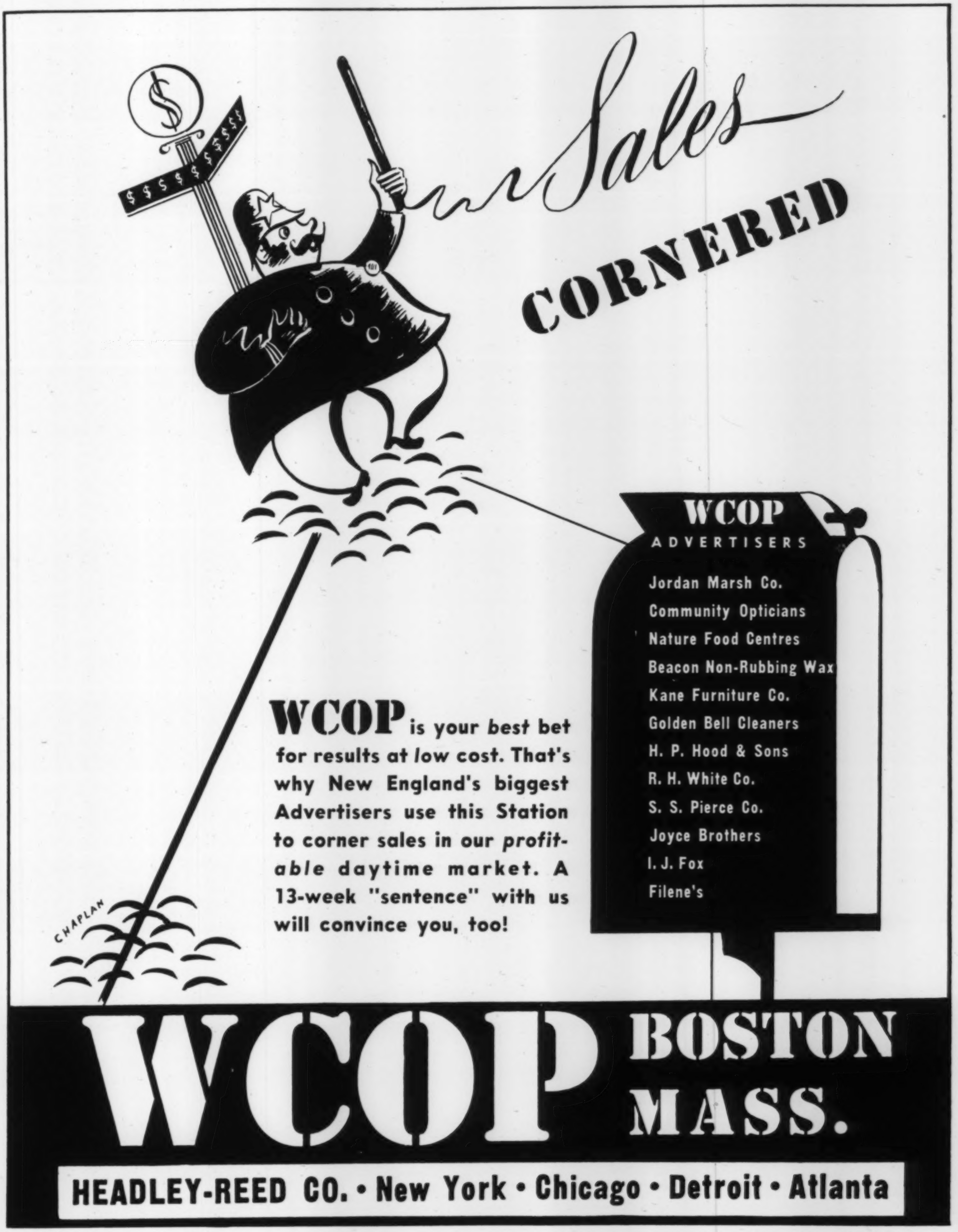
1—Colorado joined Union, 1876.
3—Germany declared war on England and France, 1914.
4—Summer Session Bridge Campionships, Aug. 4-10; Percy Bysshe Shelly born 1792.
5—First cable message between America and Europe, 1858.
6—Alfred Lord Tennyson born 1809.
9—First steam locomotive train operated, 1831; Francis Scott Key born 1780.
10—Missouri admitted to Union 1821.
12—Sewing machine patents granted to J. N. Singer and A. B. Wilson, 1851.
13—Occupation Day in Philippines.
15—Feast of Assumption. Holy Day; Panama Canal opened 1914 (traffic began July 12, 1920); Sir Walter Scott born 1771.
16—Battle of Bennington (cel. in Vt.).
17—Fulton's first steamboat made trip New York to Albany, 1807.
18—Virginia Dare, first child of English parents born in America at Roanoke Island, 1587; Thousand Islands International Bridge between United States and Canada opened 1938.
19—National Aviation Day.
22—Red Cross established in Geneva, 1864; Oliver Wendell Holmes born 1809.
26—Woman Suffrage—19th Amendment—1920.
27—First petroleum well opened, Titusville, Pa., 1859.
31—National Air Races in Cleveland, Aug. 31-Sept. 1-2.

SEPTEMBER

Flower—Morning glory, aster; Brithstone—Beryl, chrysolite, sapphire.

1—Germany Invaded Poland, 1939; Labor Sunday; National Air Races in Cleveland; first air express service 1927.
2—Labor Day, est. 1884; U. S. first country to set aside day for labor; National Air Races in Cleveland; Treasury Dept. created 1789.
3—England and France entered into state of war against Germany, 1939.
4—Henry Hudson, in "Half Moon", discovered Manhattan, 1609.
5—First Continental Congress opened in Philadelphia, 1774.
6—Lafayette Day (Lafayette born 1757). Also celebration of Battle of Marne, 1914.
7—†International Life Boat Races in New York; Boulder Dam in operation 1936.
8—Globe circumnavigated in 1522.
9—Schools open in most communities; †National Display Week, Sept. 9-14; California joined Union, 1850.
10—Elias Howe patented sewing machine, 1846.
12—163rd birthday of New York State; Defender's Day in Maryland.
13—Star-Spangled Banner written 1814.
14—†National Felt Hat Day.
15—Nationally Advertised Brands Week Sept. 15-21; †National Newspaper Demonstration Week, Sept. 15-21; Federal Income Tax, third payment.
16—Constitution Week, Sept. 16-21.
17—Constitution Day (Constitution adopted 1787).
21—National Retail Furniture Week, Sept. 21-28.
22—Autumn begins today; National Dog Week, Sept. 22-28; National Newspaper Boys' Week, Sept. 22-28.
23—American Legion 22nd Annual Convention, Boston, Sept. 23-26; first air mail flight in U. S. 1911; Earl Ovington, first mail pilot.
28—College football season starts.
29—Daylight saving ends; Gold Star Mother's Day; American Indian Day.

(*Continued on page 100*)



WCOP is your *best* bet for results at *low* cost. That's why New England's biggest Advertisers use this Station to corner sales in our *profitable* daytime market. A 13-week "sentence" with us will convince you, too!

WCOP
ADVERTISERS

- Jordan Marsh Co.
- Community Opticians
- Nature Food Centres
- Beacon Non-Rubbing Wax
- Kane Furniture Co.
- Golden Bell Cleaners
- H. P. Hood & Sons
- R. H. White Co.
- S. S. Pierce Co.
- Joyce Brothers
- I. J. Fox
- Filene's

WCOP BOSTON MASS.

HEADLEY-REED CO. • New York • Chicago • Detroit • Atlanta

ALPHABETICAL INDEX OF SPECIAL WEEKS AND DAYS: 1940

With All Available Dates and Names and Addresses of Sponsors

To tie-up a merchandise promotion with an established day or occasion, is to assure greater attention and response. Herewith the Weeks and Days and Events that may be important in 1940 sales planning. It is to be remembered that the information serves a great number and variety of businesses: certain listings that are uninteresting to some are most useful to others. Further information on any activity, or later information on dates marked (‡Tentative) will be gladly supplied by the Sales Promotion Division of the National Retail Dry Goods Association, through whose courtesy this index is published, or by the sponsors.

EVENT	DATE	SPONSOR
Advertising Fed. of Am. Conv., N. Y.	‡June	Advertising Federation of America, 330 West 42nd Street, N. Y.
Air Races, National, in Cleveland	Aug. 31-Sept. 1-2	National Air Races of Cleveland, Union Commerce Bldg., Cleveland, O.
All Saints' Day	Nov. 1	Holy Day
American Education Week	Nov. 10-16	National Education Assn. of U. S., 1201 16th St., N. W., Washington, D. C.
American Indian Day	Sept. 29	Indian Confederation of America, Dr. A. Cumming, 150 W. 64th St., N. Y.
Am. Inst. and Engineering Fair, New York (formerly Children's Science Fair)	Apr. 14-20	American Institute, 60 East 42nd Street, N. Y.
American Legion Convention, Boston	Sept. 23-26	American Legion, Indianapolis, Ind.
American Red Cross	Organized 1881 Chartered 1905	
American Toy Fair in New York	Apr. 8-20	Toy Manufacturers' Association, 200 Fifth Avenue, N. Y.
Apple Week, National	Oct. 31-Nov. 6	International Apple Association, 1108 Mercantile Bldg., Rochester, N. Y.
April Fool's Day	Apr. 1	
Arbor Day	Various	See World Almanac or write, U. S. Dept. of Agriculture
Armistice Day	Nov. 11	
Army Day	Apr. 6	Military Order of World War 1518 K St., N. W., Wash., D. C.
Art Week, American	Nov. 1-7	Am. Artists' Professional League, Mrs. Topping Green, Long Branch, N. J.
Ascension Thursday	May 2	Holy Day
Ash Wednesday (Beginning of Lent)	Feb. 7	Holy Day
Assumption, Feast of	Aug. 15	Holy Day
Automobile Show, New York	‡October	National Automobile Ass'n, 366 Madison Avenue, N. Y.
Autumn Begins	Sept. 22	
Aviation Day, National	Aug. 19	President's Proclamation
Baby Week, National	Apr. 29-May 4	Earnshaw Publications, Inc., 71 West 35th Street, N. Y.
Baseball Week, National	Mar. 30-Apr. 6	Sporting Goods Dealer, St. Louis, Mo.
Basketball Season Opens	‡Dec. 7	
Be Kind to Animals Anniversary	Apr. 14-20	American Humane Association, 80 Howard St., Albany, N. Y.
Better American Speech Week	Feb. 20-26	Nat. Ass'n for American Speech, 174 West 76th St., N. Y.
Better Homes Week, National	Apr. 28-May 4	Purdue Research Foundation, Lafayette, Ind.
Better Parenthood Week	‡Oct. 21-27	The Parents' Magazine, 9 East 40th Street, N. Y.
Better Light—Better Sight Month	October	Better Light-Better Sight Bureau, 420 Lexington Avenue, N. Y.
Book Week	‡Nov. 10-16	Book Week Committee, 62 West 45th St., N. Y.
Bowling Championship, International, in Detroit	Mar. 7-Apr. 29	American Bowling Congress, Home Bank Bldg., Milwaukee, Wis.
Boy Scout Anniversary Week	Feb. 8-14	Boy Scouts of America, 2 Park Avenue, N. Y.
Bridge Championship (Summer Session)	‡Aug. 4-10	American Contract Bridge League, Park Central Hotel, N. Y.
Bridge Olympics, World	Apr. 4	American Contract Bridge League, Park Central Hotel, N. Y.
Buddy Poppy Week	May 23-30	Veterans of Foreign Wars, 1650 Broadway, N. Y.
Business Show, National in New York	Oct. 21-26	National Business Show Company, 50 Church Street, N. Y.
Boston	Mar. 25-29	
Business Women's Week	‡Oct. 7-12	Nat. Federation of Business and Professional Women's Clubs, Inc., 1819 Broadway, N. Y.
Camp Season	Opens July 1	
Camp Week, Send a Child to	June 19-25	Children's Welfare Fed. of N. Y. C., 325 East 38th Street, N. Y.
Camps for Girl Scouts (Summer)	Open July 1	Girl Scouts, Inc., 570 Lexington Avenue, N. Y.
Camps for Girl Scouts (Winter)	Open Oct. 1	Girl Scouts, Inc. 570 Lexington Avenue, N. Y.
Canadian Thanksgiving Day	Oct. 9	
Candlemas or Ground Hog Day	Feb. 2	
Candy Week, National	Oct. 13-19	Nat. Confectioners' Assn. of U. S., 111 W. Washington St., Chicago, Ill.
Channukah (1st day)	Dec. 25	Holy Day
Channukah (last day)	Jan. 1, 1941	Holy Day
Cherry Week, National	Feb. 15-22	National Cherry Week Committee, Fremont, Mich.
Child Health Day or May Day	May 1	Children's Bureau, U. S. Dept. of Labor, Washington, D. C.
Child Labor Day (in Synagogues)	Jan. 27	Nat. Child Labor Day Committee, 419 Fourth Avenue, N. Y.
Child Labor Day (in Churches)	Jan. 28	Nat. Child Labor Day Committee, 419 Fourth Avenue, N. Y.
Child Labor Day (in Schools)	Jan. 29	Nat. Child Labor Day Committee, 419 Fourt Avenue, N. Y.
Children's Day (in Churches)	June 9	Board of Domestic Missions, 25 East 22nd Street, N. Y.
Children's Day (Commercial)	June 15	Board of Domestic Missions, 25 East 22nd Street, N. Y.
Children's Week, National	‡March	Infants' & Children's Wear Ass'n, 225 West 34th St., N. Y.
Christmas Day	Dec. 25	
Christmas Seal Campaign, National	Nov. 28-Dec. 25	New York Tuberculosis Association, 386 Fourth Avenue, N. Y.
Circus in New York	‡Apr. 6-May 8	Ringling Bros., Barnum & Bailey, Sarasota, Florida
Coffee Week, Iced	June 24-29	Pan American Coffee Bureau, 120 Wall Street, N. Y.
Columbus Day	Oct. 12	
Conservation Week	Apr. 1-7	National Life Conservation Society, 2239 Tiebout Ave., N. Y.
Constitution Day	Sept. 17	
Constitution Week	Sept. 16-21	Constitution Educational Assn., 28 E. Jackson Blvd., Chicago, Ill.
Cotton Week, National	‡May 17-25	Cotton Textile Institute, 320 Broadway, N. Y.
Day of Atonement (Yom Kippur)	Oct. 12	
Daylight Saving Time begins	Apr. 28	
Daylight Saving Time ends	Sept. 29	
Decoration Day (Memorial Day)	May 30	
Defense Week, National	Feb. 12-22	Reserve Officers Assn. of U. S., 1653 Penn. Ave., Wash., D. C.
Demonstration, National Retail	‡September	National Retail Dry Goods Assn., 101 W. 31st St., N. Y.
Display Week, National	‡Sept. 9-14	International Assn. of Display Men, Evening Star Bldg., Wash., D. C.
Dog Show New York	Feb. 12-14	Westminster Kennel Club, 590 Madison Avenue, N. Y.
Dog Week, National	Sept. 22-28	National Dog Week Committee, 3323 Michigan Blvd., Chicago, Ill.
Donut Week, National	Oct. 7-12	Doughnut Corporation of America, 1170 Broadway, N. Y.
Drama Week, National	Feb. 4-11	Drama League—c/o Mrs. Samuel Newton, 1125 Park Ave., N. Y.
Easter Sunday	Mar. 24	
Egg Week, National	May 1-7	National Poultry Council, East Greenwich, R. I.
Election Day	Nov. 5	
Elks Convention, Houston, Tex.	July 8-13	Elks (BPOE) 380 Lexington Avenue, N. Y.
Fall begins	Sept. 22	
Father's Day	June 16	Father's Day Committee, New York
Father and Son Week	Nov. 10-16	Intern'l Council of Relig. Education, 203 N. Wabash Ave., Chicago, Ill.
Feast of Lots (Purim)	Mar. 24	Holy Day
Feast of Tabernacles (Succoth) 1st day	Oct. 17	Holy Day
Feast of Tabernacles (Succoth) 2nd day	Oct. 18	Holy Day
Feast of Weeks (Shavuoth) 1st day	June 12	Holy Day
Feast of Weeks (Shavuoth) 2nd day	June 13	Holy Day
Felt Hat Day	‡Sept. 14	Hat Institute, 358 Fifth Avenue, N. Y.
Fire Prevention Week	Oct. 6-12	National Board of Fire Underwriters, 85 John St., N. Y.
First Aid Week, National	‡May 19-25	National Ass'n of Retail Druggists, 205 W. Wacker Drive, Chicago, Ill.
Fishermen's Week, National	Apr. 27-May 4	Sporting Goods Dealer, St. Louis, Mo.
Flag Day	June 14	
Flower Show, International, in New York	Mar. 11-16	Horticultural Society of N. Y., 598 Madison Avenue, New York
Flower Shut-In Day, National	June 10	Florists' Tel. Del. Association, Detroit, Mich.
Football Season Opens	‡Sept. 28	
Foot Health Week, National	Apr. 15-20	National Foot Health Council, Phoenix Bldg., Rockland, Mass.
Forefather's Day	Dec. 21	
Foreign Trade Week	May 19-25	U. S. Chamber of Commerce, Washington, D. C.
Furniture Week, National	Sept. 21-28	National Retail Furniture Assn., 666 Lake Shore Dr., Chicago, Ill.
Garden Week, National	Apr. 15-20	
Girl Scout Anniversary Week	Mar. 12-18	Girl Scouts, Inc., 570 Lexington Avenue, N. Y.
Girl Scout Birthday	Mar. 12	Girl Scouts, Inc., 570 Lexington Avenue, N. Y.
Girl Scout Week	Oct. 27-Nov. 2	Girl Scouts, Inc., 570 Lexington Avenue, N. Y.
Girl Scout Summer Camps	Open July 1	Girl Scouts, Inc., 570 Lexington Avenue, N. Y.
Girl Scout Winter Camps	Open Oct. 1	Girl Scouts, Inc., 570 Lexington Avenue, N. Y.
Gold Star Mother's Day	Sept. 29	Resolution by 74th Congress,
Golden Gate Bridge, San Francisco	Opened May 27 (1938)	
Golf Week, National	May 4-11	Sporting Goods Dealer, St. Louis, Mo.
Good Friday	Mar. 22	
Grocers' Week, National Retail	Oct. 21-26	National Ass'n Retail Grocers, 360 N. Michigan Ave., Chicago, Ill.
Ground Hog or Candlemas Day	Feb. 2	

(Continued on page 37)

1. Director Josef Cherniavsky, Producer Harold Carr and Songstress Sylvia Rhodes rehearsing a WLW commercial network origination, MARATHON MELODIES.
2. MELODY GROVE — featuring William Stoess Singers and Sylvia Rhodes in brilliant vocal arrangements of popular music.
3. Broadcast of FORTUNES WASHED AWAY — WLW soil conservation drama voted second best agricultural program in the country.
4. Tremendously popular BOONE COUNTY JAMBOREE also packs them in for its whopping big weekly stage and air show.

Attuned TO THE TIMES

WLW has built and holds its enviable place in the minds and hearts of its millions of listeners because it keeps attuned to the lives and times of WLW-Land.

With the highest standard in programming — over three quarters of a million dollars is being spent on local programs in 1939 — WLW always endeavors to give listeners the best whether it is a service of information to farmers, a report of the news or a show purely for entertainment.

WLW's own originations, programs like EVERYBODY'S FARM HOUR, BOONE COUNTY JAMBOREE, TRULY AMERICAN, plus the best of NBC Red-Blue and Mutual shows, have made WLW a part of the daily lives of a community of over 27,000,000 consumers.

25 Cities

CINCINNATI

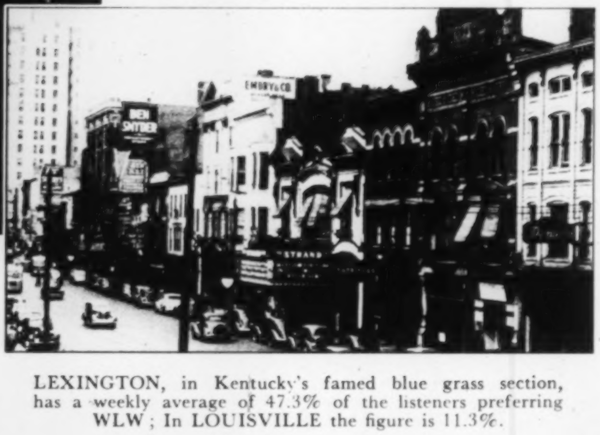
In CINCINNATI, largest city in WLW-land, the Nation's Station has 51.8% of the average weekly listening audience.

BANK OF PORTSMOUTH

Percentage of WLW listeners in PORTSMOUTH, O., is 47.6%. In up-river sister cities of IRONTON, O., and ASHLAND, KY., 54.1% favor WLW.

SPRINGFIELD, O., showed 63.9% of the average weekly listening audience tuned to WLW.

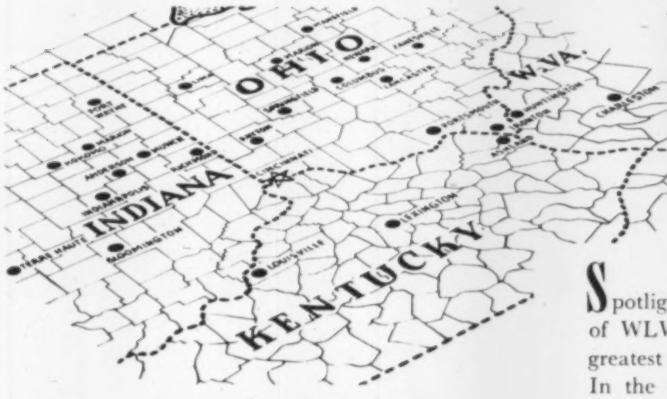
51.1% is WLW's weekly average of the BLOOMINGTON, IND., listening audience; in FT. WAYNE it is 34.7%; in KOKOMO, 53.3%; in ANDERSON, 70.8%; in MUNCIE, 62.4%; in RICHMOND, 73.4%.



LEXINGTON, in Kentucky's famed blue grass section, has a weekly average of 47.3% of the listeners preferring WLW; In LOUISVILLE the figure is 11.3%.

In ZANESVILLE, WLW wins 45.2% of the average weekly audience; in LANCASTER 56.4%.

TURN SPOTLIGHT ON WLW


OHIO
W.VA.
INDIANA
KENTUCKY
MANSFIELD
ZANESVILLE
MARION
NEWARK
LIMA
COLUMBUS
LANCASTER
SPRINGFIELD
DAYTON
FORT WAYNE
MARION
KOKOMO
MUNCIE
ANDERSON
RICHMOND
CINCINNATI
INDIANAPOLIS
BLOOMINGTON
TERRE HAUTE
LOUISVILLE
LEXINGTON
PORTSMOUTH
HUNTINGTON
IRONTON
ASHLAND
CHARLESTON

Spotlighted by 25 cities recently investigated is the remarkable dominance of WLW. These 25 cities in WLW's primary area were the subject of the greatest coincidental survey ever undertaken for an independent station. In the revealing light of this comprehensive study, 41.9% stands out as WLW's average weekly share of the listening audience in these cities.

10,000 times is the magnifying power of the huge new lens in the Mt. Palomar (Calif.) Observatory — small compared to the way WLW magnifies one selling message millions of times. Through WLW you can mirror the spotlight on YOUR product in all these 25 cities and to the millions of small town and rural consumers whose membership in the WLW audience has been repeatedly demonstrated.

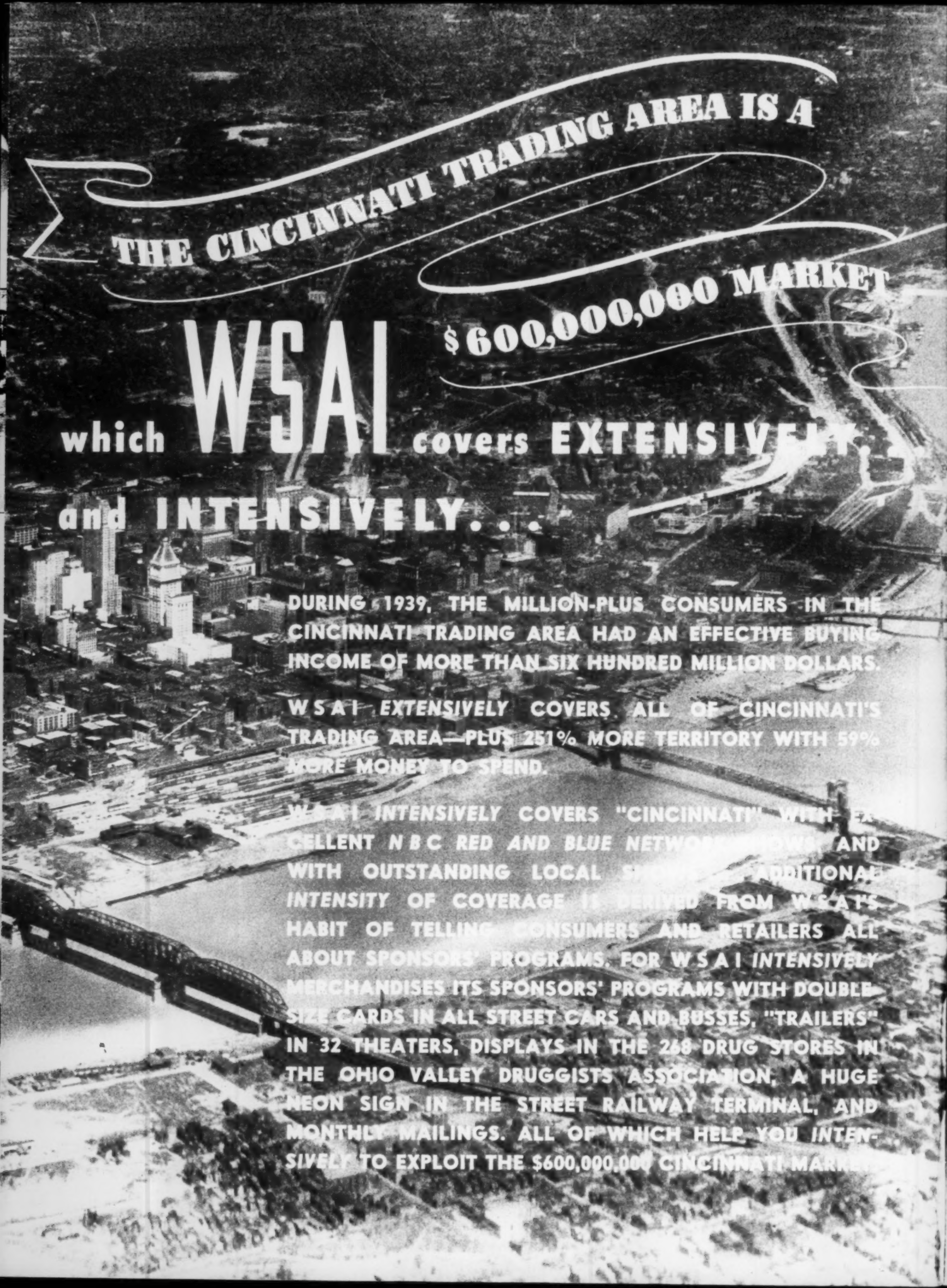
COLUMBUS, Ohio's capital city, has 39.6% of the listening audience choosing WLW; MARION, O., has 48.8%.

Among listeners in LIMA, O., 53.0% tune in the Nation's Station as do 69.2% in NEWARK.

Survey showed 50.2% as WLW's weekly average of listening audience in HUNTINGTON, W. VA. CHARLESTON, capital city, revealed 36.8% listening to WLW.

WLW's percentage of the listening audience in DAYTON, O., is 49.9%; in MANSFIELD, O., 54.2%.

INDIANAPOLIS showed 33.8% of radios in use were tuned to WLW; neighboring MARION showed 55.0%; TERRE HAUTE, 31.7%.



THE CINCINNATI TRADING AREA IS A $600,000,000 MARKET

which WSAI covers EXTENSIVELY and INTENSIVELY. . .

DURING 1939, THE MILLION-PLUS CONSUMERS IN THE CINCINNATI TRADING AREA HAD AN EFFECTIVE BUYING INCOME OF MORE THAN SIX HUNDRED MILLION DOLLARS.

WSAI *EXTENSIVELY* COVERS ALL OF CINCINNATI'S TRADING AREA—PLUS 251% *MORE* TERRITORY WITH 59% MORE MONEY TO SPEND.

WSAI *INTENSIVELY* COVERS "CINCINNATI" WITH EXCELLENT *NBC RED AND BLUE NETWORK* SHOWS, AND WITH OUTSTANDING LOCAL SHOWS. ADDITIONAL *INTENSITY* OF COVERAGE IS DERIVED FROM WSAI'S HABIT OF TELLING CONSUMERS AND RETAILERS ALL ABOUT SPONSORS' PROGRAMS. FOR WSAI *INTENSIVELY* MERCHANDISES ITS SPONSORS' PROGRAMS WITH DOUBLE-SIZE CARDS IN ALL STREET CARS AND BUSSES, "TRAILERS" IN 32 THEATERS, DISPLAYS IN THE 268 DRUG STORES IN THE OHIO VALLEY DRUGGISTS ASSOCIATION, A HUGE NEON SIGN IN THE STREET RAILWAY TERMINAL, AND MONTHLY MAILINGS. ALL OF WHICH HELP YOU *INTENSIVELY* TO EXPLOIT THE $600,000,000 CINCINNATI MARKET.

ALPHABETICAL INDEX OF SPECIAL WEEKS AND DAYS: 1940

(Continued from page 32)

EVENT	DATE	SPONSOR
Hallowe'en	Oct. 31	
Hardware Open House, National	Apr. 25-May 4	Nat. Retail Hardware Association, Security Trust Bldg., Indianapolis
Hobby Week, National	Nov. 21-28	The Hobby Guild of America, 11 West 42nd Street, N. Y.
Hockey Season Opens	‡Nov. 10	
Holy or Maundy Thursday	March 21	
Horse Show, National, in New York	‡Nov. 2-9	National Horse Show Association, 90 Broad Street, New York
Hospital Day, National	May 12	American Hospitals Association, 22 E. Ontario St., Chicago, Ill.
Humane Sunday	Apr. 14	American Humane Association, 80 Howard Street, Albany, N. Y.
Hunting Season	October	
Ice Carnival, in New York	Mar. 22-27	Skating Clubs of New York, 320 West 50th Street, N. Y.
Iced Coffee Week	June 24-29	Pan American Coffee Bureau, 120 Wall Street, N. Y.
Ice Follies, Opens in N. Y.	‡Dec. 2	Madison Square Garden Corp., New York, N. Y.
Immaculate Conception, Feast of	Dec. 8	Holy Day
Independence Day	July 4	
International Association of Display Men's Convention in Detroit	‡June	Inter. Assn. of Display Men, Evening Star Bldg., Wash., D. C.
International Flower Show, in New York	Mar. 11-16	Horticultural Society of N. Y., 598 Madison Avenue, N. Y.
International Golden Rule Week	Dec. 8-15	Golden Rule Foundation, 60 East 42nd Street, N. Y.
International Good Will Day	May 18	World Fellowship, 155 N. Clark St., Chicago, Ill.
International Lifeboat Race, New York	Sept. 7	Inter. Lifeboat Racing Ass'n., 30 Rockefeller Plaza, N. Y.
International Polo Matches at Westbury, L. I.	‡September	United States Polo Ass'n., 551 Fifth Avenue, N. Y.
Inventors Exhibit, Kansas City	Mar. 5-8	Inventors of America, LaSalle Hotel, Chicago, Ill.
Labor Day	Sept. 2	
Labor Sunday	Sept. 1	
Lafayette Day	Sept. 6	
Lent begins	Feb. 7	
Lent ends	Mar. 23	
Lincoln's Birthday	Feb. 12	
Loyalty Days	Oct. 5 and 6	Golden Rule Foundation, 60 East 42nd St., N. Y.
Maritime Day, National	May 22	National Maritime League, 11 Broadway, N. Y.
May Day or Child Health Day	May 1	Children's Bureau, U. S. Dept. of Labor, Washington, D. C.
Memorial Day (Decoration Day)	May 30	
Mother's Day	May 12	Orig. by Ann Jarvis, Phil., 1908, Proclaimed by Pres. Wilson, 1914
Motor Boat Show, National, in New York	Jan. 5-13	Ass'n of Engine and Motor Boat Mfrs., 420 Lexington Ave., N. Y.
Music Week, National	May 5-12	National Music Week Committee, 45 West 45th Street, N. Y.
Nationally Advertised Brands Week	‡Sept. 15-25	Drug Topics, 330 West 42nd St., N. Y.
National Aviation Day	Aug. 19	President's Proclamation
National Education Ass'n Convention	June 30-July 4	National Education Ass'n., 1201-16th St., N. W., Wash., D. C.
National Hardware Open House	Apr. 25-May 4	Nat. Retail Hardware Ass'n., Security Trust Bldg., Indianapolis
National Newspaper Demonstration Week	‡Sept. 15-21	Meyer Both, Chicago, Ill.
Nat. Open Polo Championship, Westbury, L. I.	‡September	United States Polo Association, 551 Fifth Avenue, N. Y.
National Retail Demonstration	‡September	National Retail Dry Goods Ass'n., 101 W. 31st St., N. Y.
National Retail Grocers' Week	Oct. 21-26	National Ass'n. of Retail Grocers, 360 N. Mich. Ave., Chicago, Ill.
National Retail Dry Goods Association Convention in New York	Jan. 15-19	National Retail Dry Goods Ass'n., 101 West 31st Street, N. Y.
National Ski Championship, in Berlin, N. H.	February	Alf Halverson, Nansen Ski Club, Berlin, N. H.
Navy Day	Oct. 27	Navy Department, Washington, D. C.
Newspaper Boys' Week, National	Sept. 22-28	Newspaper Boys of America, Inc., Indianapolis, Ind.
New Year's Day	Jan. 1	
New York World's Fair Opens, Second Season	May 25	New York World's Fair, New York
Notion Market Week	Feb. 12-17	National Notion Association, 1170 Broadway, N. Y.
Official Speech Week	Nov. 5-10	National Ass'n of American Speech, 174 W. 76th Street, N. Y.
Old Christmas Day (Epiphany)	Jan. 6	
Open Polo Championship, Westbury, L. I.	‡September	United States Polo Association, 551 Fifth Avenue, N. Y.
Open School Week	Nov. 10-11	Board of Education, N. Y., Park Avenue & 59th Street, N. Y.
Opera Season	November	
Outdoor Cleanliness Day	‡May 21	Outdoor Cleanliness Association, 111 East 48th Street, N. Y.
Palm Sunday	Mar. 17	
Pan-American Day	Apr. 14	
Passover (1st day)	Apr. 23	Holy Day
Passover (2nd day)	Apr. 24	Holy Day
Passover (7th day)	Apr. 29	Holy Day
Passover (Last day)	Apr. 30	Holy Day
Peace Week	May 12-18	World Fellowship, 155 N. Clark St., Chicago, Ill.
Peanut Week, National	Jan. 18-25	Virginia-Carolina Peanut Ass'n., Suffolk, Virginia
Pennsylvania Relay Carnival	Apr. 26-27	Pennsylvania University, Philadelphia, Pa.
Pharmacy Week, National	‡Oct. 20-26	American Pharmaceutical Ass'n., 2215 Constitution Ave., Wash., D.C.
Poetry Week	May 19-26	
Polo Matches, International, Westbury, L. I.	‡September	United States Polo Association, 551 Fifth Avenue, N. Y.
Polo Matches, National Open, Westbury, L. I.	‡September	United States Polo Association, 551 Fifth Avenue, N. Y.
Poppy Week	May 23-30	Veterans of Foreign Wars, 1650 Broadway, N. Y.
Prosperity Week, National	Dec. 1-7	Christmas Clubs, 341 Madison Avenue, N. Y.
Purim (Feast of Lots)	Mar. 24	
Raisin Week, National	May 5-11	Fresno Chamber of Commerce, 1039 H. St., Fresno, Calif.
Red Cross Birthday (International)	Aug. 22, 1864	
Red Cross (American)	Organized 1881; Chartered 1905	
Red Cross Week	Nov. 11-21	American Red Cross, 315 Lexington Avenue, N. Y.
Restaurant Week, National	May 6-12	National Restaurant Association, 666 Lake Shore Dr., Chicago, Ill.
Rodeo at Madison Square Garden, N. Y.	‡Oct. 7-10	
Rosh Hashanah	Oct. 3-4	Jewish New Year
St. Patrick's Day	Mar. 17	
St. Swithin's Day	July 15	
St. Valentine's Day	Feb. 14	
School Administrators' Convention in St. Louis	Feb. 24-29	Nat'l. Education Ass'n. of U. S., 1201 16th St., N.W., Washington, D. C.
Schools Open in New York	Sept. 9	
Send a Child to Camp Week	June 19-25	Children's Welfare Fed. of N. Y. C., 325 East 38th Street, New York
Sew and Save Week, National	Feb. 24-March. 2	National Needlecraft Bureau, 385 Fifth Ave., N. Y.
Shriner's Convention, Memphis, Tenn.	June 11-13	James Price, Jr., Box 2028, Richmond, Va.
Silk Parade	‡September	International Silk Guild, Inc., 250 Fifth Ave., N. Y.
Sportsmen's Show, National (New York)	Feb. 17-25	Campbell-Fairbanks Expos. Inc., 925 Park Sq. Bldg., Boston, Mass.
Sportsmen's and Boat Show (Boston)	Feb. 3-11	Campbell-Fairbanks Expos. Inc., 925 Park Sq. Bldg., Boston, Mass.
Sportsmen's and Boat Show (Buffalo)	Mar. 30-Apr. 7	Campbell-Fairbanks Expos. Inc., 925 Park Sq. Bldg., Boston, Mass.
Sportsmen's and Boat Show (Detroit)	Mar. 2-10	Campbell-Fairbanks Expos. Inc., 925 Park Sq. Bldg., Boston, Mass.
Sportsmen's Show (Indianapolis)	Mar. 16-24	Campbell-Fairbanks Expos. Inc., 925 Park Sq. Bldg., Boston, Mass.
Spring begins	Mar. 20	
Straw Hat Day in many cities	May 15	
Summer begins	June 21	
Sweetest Day (end of Candy Week)	Oct. 19	Nat. Confectioners' Ass'n., 111 W. Washington St., Chicago, Ill.
Swim-for-Health Week, National	June 24-29	National Swim for Health Committee, 122 E. 42nd St., N. Y.
Swiss Industries Fair, Basle	Mar. 30-April 9	Swiss Consulate, 468 Fourth Avenue, New York
Tea Week	Jan. 14-20	Tea Bureau, Inc., 500 Fifth Avenue, N. Y.
Tennis Week, National	May 25-June 1	Sporting Goods Dealer, St. Louis, Mo.
Thanksgiving Day	Nov. 21 (28)	Presidential Proclamation
Thanksgiving Day, Canadian	Oct. 9	
Thrift Week, National	Jan. 17-23	National Thrift Week Committee, J. Robert Stout, 22 Park Pl., N. Y.
Toy Fair, American	Apr. 8-20	Toy Manufacturers' Ass'n. of U. S., 200 Fifth Avenue, N. Y.
Valentine's Day (Saint)	Feb. 14	
Washington's Birthday	Feb. 22	
West Coast Relays, Calif.	May 11	Fresno Chamber of Commerce, 1039 H. St., Fresno, Cal.
Wine Week, National	‡November	Wine Advisory Board, 82 Second St., San Francisco, Cal.
Wild Life Week	Mar. 17-23	Wild Life Federation, 1626 K. Street, N.W., Wash., D. C.
Winter begins	Dec. 21	
Women's Exposition of Arts & Industries	‡March	Women's Exposition of Arts & Industries, 411 Fifth Avenue, N. Y.
World Bridge Olympics	Apr. 4	American Contract Bridge League, Park Central Hotel, N. Y.
World Series (Baseball)	October	Professional Baseball, National & American Leagues
World's Fair, N. Y.—Opens Second Season	May 25	New York World's Fair
Yom Kippur (Day of Atonement)	Oct. 12	Holy Day

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‡ Tentative date.

Estimate of
Radio Homes in the United States by States and Counties

(As of January 1, 1938)

Latest estimates, prepared by Joint Committee on Radio Research of Association of National Advertisers, American Association of Advertising Agencies and National Association of Broadcasters; Total Families and Percent of Ownership Calculations by CBS; Urban and Rural Radio Families Estimated by BROADCASTING.

[NOTE: *Since these figures are estimates, there is necessarily a certain unmeasurable degree of error in the figures for individual counties, according to the Joint Committee. For any group of counties, however, such as those included in the listening area of a typical broadcasting station, it is believed the sum of the estimates for individual counties is sufficiently accurate for practical purposes. Complete details as to method used is available from the office of the Secretary of the Joint Committee.*]

Total Radio Homes in United States: 26,666,500 or 82%. Urban Homes with Radio: 17,195,600 or 91%.

Rural Homes with Radios: 9,470,900 or 69%.

For additional data on rural and urban homes, see pages 58 and 59

ALABAMA

	Total Families	Radio Families	% Ownership	Urban Radio Fam.	Rural Radio Fam.
Total State	**670,000**	**375,200**	**56.0**	**154,600**	**220,600**
Autauga	5,080	2,380	46.8	------	2,380
Baldwin	7,410	3,830	51.7	------	3,830
Barbour	8,080	4,080	50.5	990	3,090
Bibb	5,200	2,680	51.5	------	2,680
Blount	6,640	3,070	46.2	------	3,070
Bullock	5,270	2,570	48.7	640	1,930
Butler	7,410	3,730	50.3	740	2,990
Calhoun	13,750	8,370	60.8	5,400	2,970
Chambers	9,360	4,730	50.5	790	3,940
Cherokee	4,740	2,090	44.0	------	2,090
Chilton	6,020	2,800	46.5	------	2,800
Choctaw	5,040	2,430	48.2	------	2,430
Clarke	6,560	3,200	48.7	------	3,200
Clay	4,230	1,910	45.1	------	1,910
Cleburne	3,030	1,390	45.8	------	1,390
Coffee	7,630	3,730	48.8	1,080	2,650
Colbert	7,650	4,420	57.7	2,320	2,100
Conecuh	6,090	2,920	47.9	------	2,920
Coosa	2,880	1,330	46.1	------	1,330
Covington	9,830	5,160	52.4	1,840	3,320
Crenshaw	5,860	2,750	46.9	------	2,750
Cullman	9,680	4,500	46.4	580	3,920
Dale	5,720	2,820	49.3	580	2,240
Dallas	15,490	8,450	54.5	4,090	4,360
DeKalb	9,370	4,350	46.4	620	3,730
Elmore	8,180	3,850	47.0	------	3,850
Escambia	6,460	3,480	53.8	1,080	2,400
Etowah	15,490	9,700	62.6	6,910	2,790
Fayette	4,420	2,050	46.3	------	2,050
Franklin	5,940	2,920	49.1	530	2,390
Geneva	7,040	3,340	47.5	------	3,340
Greene	5,440	2,500	45.9	------	2,500
Hale	6,920	3,150	45.5	------	3,150
Henry	5,350	2,480	46.3	------	2,480
Houston	11,290	6,250	55.3	2,950	3,300
Jackson	8,740	4,080	46.6	------	4,080
Jefferson	118,780	85,710	72.1	67,140	18,570
Lamar	4,230	1,930	45.6	------	1,930
Lauderdale	10,230	5,480	53.5	2,420	3,060
Lawrence	6,490	2,860	44.0	------	2,860
Lee	9,280	5,270	56.7	3,100	2,170
Limestone	8,980	4,270	47.5	880	3,390
Lowndes	6,070	2,700	44.4	------	2,700
Macon	6,690	3,230	48.2	660	2,570
Madison	16,220	8,530	52.5	2,480	6,050
Marengo	10,010	4,780	47.7	890	3,890
Marion	5,880	2,770	47.1	------	2,770
Marshall	9,450	4,580	48.4	1,060	3,520
Mobile	31,960	21,880	68.4	15,410	6,470
Monroe	7,150	3,370	47.1	------	3,370
Montgomery	27,410	18,520	67.5	14,870	3,650
Morgan	11,900	6,790	57.0	3,370	3,420
Perry	6,740	3,130	46.4	------	3,130
Pickens	6,130	2,810	45.8	------	2,810
Pike	8,070	4,170	51.6	1,410	2,760
Randolph	6,430	3,110	48.3	800	2,310
Russell	6,820	3,420	50.1	1,270	2,150
St. Clair	5,960	2,980	50.0	------	2,980
Shelby	6,780	3,440	50.7	------	3,440
Sumter	6,950	3,220	46.3	------	3,220
Talladega	10,500	5,570	53.0	1,980	3,590
Tallapoosa	7,460	3,800	50.9	770	3,030
Tuscaloosa	15,780	9,000	57.0	3,680	5,320
Walker	14,430	7,850	54.4	1,270	6,580
Washington	3,870	1,910	49.3	------	1,910
Wilcox	6,530	2,970	45.4	------	2,970
Winston	3,530	1,660	47.0	------	1,660

ARIZONA

	Total Families	Radio Families	% Ownership	Urban Radio Fam.	Rural Radio Fam.
Total State	**104,000**	**79,600**	**76.5**	**33,100**	**46,500**
Apache	3,360	2,240	66.6	------	2,240
Cochise	10,030	7,790	77.6	3,830	3,960
Coconino	3,160	2,350	74.3	830	1,520
Gila	7,550	5,930	78.5	3,110	2,820
Graham	2,290	1,580	68.9	------	1,580
Greenlee	2,320	1,640	70.6	------	1,640
Maricopa	36,170	28,060	77.5	12,700	15,360
Mohave	1,620	1,140	70.3	------	1,140
Navajo	4,660	3,360	72.1	880	2,480
Pima	13,670	11,240	82.2	7,260	3,980
Pinal	5,040	3,510	69.6	------	3,510
Santa Cruz	2,210	1,780	80.5	1,200	580
Yavapai	7,160	5,480	76.5	2,230	3,250
Yuma	4,760	3,500	73.5	1,060	2,440

ARKANSAS

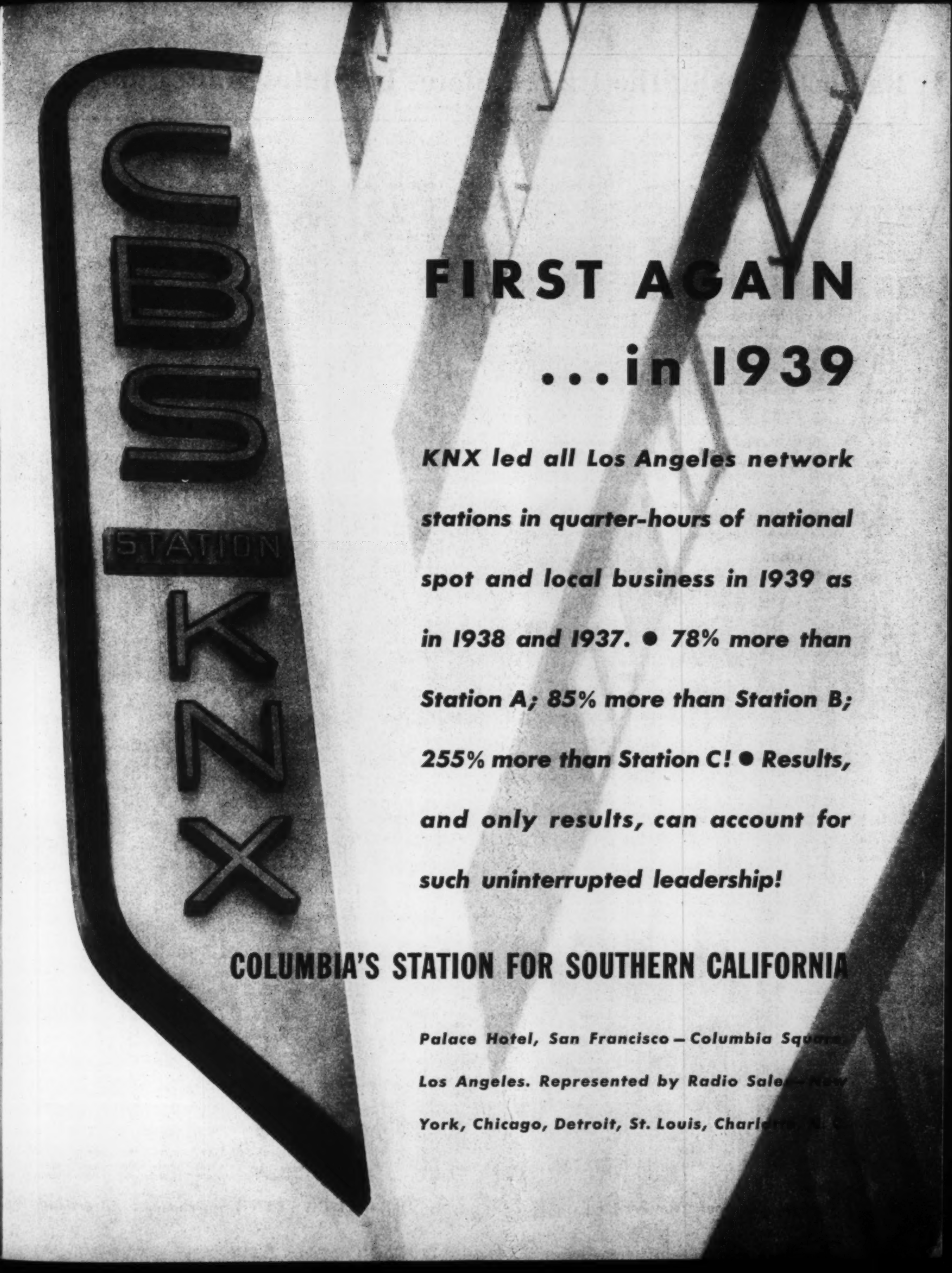
	Total Families	Radio Families	% Ownership	Urban Radio Fam.	Rural Radio Fam.
Total State	**501,000**	**254,800**	**50.8**	**88,100**	**166,700**
Arkansas	6,070	3,180	52.3	1,200	1,980
Ashley	6,640	3,060	46.0	530	2,530
Baxter	2,520	1,110	44.0	----	1,110
Benton	10,410	5,000	48.0	900	4,100
Boone	4,080	2,110	51.7	860	1,250
Bradley	4,560	2,240	49.1	480	1,760
Calhoun	2,380	1,010	42.4	----	1,010
Carroll	4,430	1,990	44.9	----	1,990
Chicot	6,980	3,260	46.7	710	2,550
Clark	6,350	3,110	48.9	700	2,410
Clay	7,020	3,150	44.8	----	3,150
Cleburne	2,950	1,280	43.3	----	1,280
Cleveland	3,200	1,310	40.9	----	1,310
Columbia	7,030	3,220	45.8	690	2,530
Conway	5,420	2,580	47.6	840	1,740
Craighead	11,240	5,780	51.4	2,270	3,510
Crawford	5,920	3,050	51.5	1,180	1,870
Crittenden	12,130	5,080	41.8	----	5,080
Cross	7,020	3,270	46.5	780	2,490
Dallas	3,670	1,850	50.4	660	1,190
Desha	6,480	3,160	48.7	790	2,370
Drew	5,390	2,520	46.8	690	1,830
Faulkner	7,000	3,450	49.2	1,290	2,160
Franklin	4,010	1,780	44.3	----	1,780
Fulton	2,740	1,150	41.9	----	1,150
Garland	10,280	6,930	67.4	4,970	1,960
Grant	2,400	1,050	43.7	----	1,050
Greene	6,710	3,310	49.3	1,280	2,030
Hempstead	8,090	3,940	48.7	1,350	2,590
Hot Spring	4,730	2,480	52.4	1,080	1,400
Howard	4,560	2,050	44.9	----	2,050
Independence	6,200	3,030	48.8	940	2,090
Izard	3,350	1,390	41.4	----	1,390
Jackson	6,950	3,320	47.7	920	2,400
Jefferson	18,850	10,280	54.5	4,920	5,360
Johnson	4,970	2,430	48.8	650	1,780
Lafayette	4,750	2,220	46.7	600	1,620
Lawrence	5,530	2,470	44.6	----	2,470
Lee	7,930	3,610	45.5	1,030	2,580
Lincoln	5,880	2,420	41.1	----	2,420
Little River	4,240	1,860	43.8	----	1,860
Logan	6,010	2,860	47.5	630	2,230
Lonoke	8,910	3,790	42.5	----	3,790
Madison	3,450	1,410	40.8	----	1,410
Marion	2,240	950	42.4	----	950
Miller	8,420	4,740	56.2	2,610	2,130
Mississippi	18,900	9,050	47.8	2,870	6,180
Monroe	5,850	2,790	47.6	720	2,070
Montgomery	2,730	1,210	44.3	----	1,210
Nevada	5,220	2,430	46.5	690	1,740
Newton	2,500	1,020	40.8	----	1,020
Ouachita	7,870	4,240	53.8	1,530	2,710
Perry	1,900	820	43.1	----	820
Phillips	12,940	6,740	52.0	3,100	3,640
Pike	3,130	1,420	45.3	----	1,420
Poinsett	7,750	3,600	46.4	550	3,050
Polk	4,090	2,020	49.3	700	1,320
Pope	6,850	3,440	50.2	1,260	2,180
Prairie	4,050	1,790	44.1	----	1,790
Pulaski	38,450	28,430	73.9	23,890	4,540
Randolph	4,350	1,850	42.5	----	1,850
St. Francis	9,470	4,310	45.5	1,030	3,280
Saline	4,110	2,110	51.3	710	1,400
Scott	3,040	1,340	44.0	----	1,340
Searcy	2,770	1,160	41.8	----	1,160
Sebastion	15,370	10,250	66.6	7,440	2,810
Sevier	4,320	2,100	48.6	610	1,490
Sharp	2,840	1,200	42.2	----	1,200
Stone	1,970	800	40.6	----	800
Union	15,440	8,910	57.7	4,300	4,610
Van Buren	2,950	1,220	41.3	----	1,220
Washington	11,020	5,820	52.8	2,450	3,370
White	9,900	4,600	46.4	700	3,900
Woodruff	5,780	2,550	44.1	----	2,550
Yell	5,370	2,340	43.5	----	2,340

CALIFORNIA

	Total Families	Radio Families	% Ownership	Urban Radio Fam.	Rural Radio Fam.
Total State	**1,818,000**	**1,719,800**	**94.5**	**1,287,100**	**432,700**
Alameda	154,800	145,680	94.1	135,910	9,770
Alpine	70	70	100.0	----	70
Amador	2,240	2,170	96.8	----	2,170
Butte	11,340	10,800	95.2	3,750	7,050
Calaveras	2,040	1,970	96.5	----	1,970
Colusa	3,010	2,910	96.7	----	2,910
Contra Costa	23,390	22,250	95.1	12,500	9,750
Del Norte	1,590	1,540	96.8	----	1,540
Eldorado	3,010	2,910	96.6	----	2,910
Fresno	42,870	40,820	95.2	18,820	22,000
Glenn	3,490	3,370	96.5	----	3,370
Humboldt	13,380	12,790	95.5	4,840	7,950
Imperial	16,830	15,960	94.8	6,590	9,370
Inyo	2,330	2,260	96.9	----	2,260
Kern	25,140	24,030	95.5	9,380	14,650
Kings	7,340	7,000	95.3	2,000	5,000
Lake	2,610	2,520	96.5	----	2,520
Lassen	3,450	3,340	96.8	----	3,340
Los Angeles	737,000	694,810	94.2	610,650	84,160
Madera	4,810	4,590	95.4	1,290	3,300
Marin	11,930	11,350	95.1	6,450	4,900
Mariposa	1,310	1,270	96.9	----	1,270
Mendocino	7,110	6,780	95.3	1,760	5,020
Merced	10,250	9,820	95.8	2,010	7,800
Modoc	2,400	2,320	96.6	----	2,320
Mono	410	390	95.1	----	390
Monterey	15,160	14,510	95.7	7,220	7,290
Napa	6,450	6,160	95.5	2,110	4,050
Nevada	3,620	3,440	95.0	1,140	2,300
Orange	37,990	36,130	95.1	20,170	15,960
Placer	7,600	7,250	95.3	2,760	4,490
Plumas	2,380	2,310	97.0	----	2,310
Riverside	25,390	24,310	95.7	11,790	12,520
Sacramento	40,530	38,400	94.7	26,210	12,190
San Benito	3,320	3,170	95.4	1,120	2,050
San Bernardino	41,740	39,600	94.8	35,130	4,470
San Diego	71,570	67,530	94.3	56,420	11,110
San Francisco	201,700	189,470	93.9	189,470	
San Joaquin	29,170	27,690	94.9	16,340	11,350
San Luis Obispo	9,400	9,010	95.8	3,450	5,560
San Mateo	23,480	22,250	94.7	15,690	6,560
Santa Barbara	19,670	18,630	94.7	13,160	5,470
Santa Clara	45,360	42,960	94.7	29,170	13,790
Santa Cruz	13,080	12,410	94.8	7,750	4,660
Shasta	4,630	4,410	95.2	1,310	3,100
Sierra	850	820	96.4	----	820
Siskiyou	8,030	7,720	96.1	790	6,930
Solano	12,320	11,800	95.7	5,740	6,060
Sonoma	20,500	19,660	95.9	6,380	13,280
Stanislaus	17,290	16,570	95.8	5,560	11,010
Sutter	4,300	4,110	95.5	1,110	3,000
Tehama	4,540	4,340	95.5	1,070	3,270
Trinity	1,010	980	97.0	----	980
Tulare	22,870	21,800	95.3	8,470	13,330
Toulumne	2,980	2,890	96.9	----	2,890
Ventura	16,540	15,820	95.6	8,300	7,520
Yolo	6,830	6,550	95.9	1,700	4,850
Yuba	3,550	3,380	95.2	1,620	1,760

COLORADO

	Total Families	Radio Families	% Ownership	Urban Radio Fam.	Rural Radio Fam.
Total State	**288,000**	**233,500**	**81.0**	**138,200**	**95,300**
Adams	5,000	3,660	73.2	800	2,860
Alamosa	2,270	1,830	80.6	1,240	590
Arapahoe	6,490	5,210	80.2	2,130	3,080
Archuleta	840	590	70.2	----	590
Baca	2,660	1,760	66.1	----	1,760
Bent	2,230	1,620	72.6	590	1,030
Boulder	9,700	7,980	82.2	4,950	3,030
Chaffee	2,190	1,800	82.1	1,220	580
Cheyenne	1,000	670	67.0	----	670
Clear Creek	800	640	80.0	----	640
Conejos	2,230	1,540	69.0	----	1,540
Costilla	1,370	970	70.8	----	970
Crowley	1,540	1,070	69.4	----	1,070
Custer	670	460	68.6	----	460
Delta	3,890	2,770	71.2	740	2,030
Denver	85,330	78,500	91.9	78,500	----
Dolores	420	300	71.4	----	300
Douglas	1,040	720	69.2	----	720
Eagle	1,100	800	72.7	----	800
Elbert	1,810	1,180	65.1	----	1,180
El Paso	15,230	13,190	86.6	9,900	3,290
Fremont	5,130	4,000	77.9	1,310	2,690
Garfield	2,810	2,010	71.6	----	2,010
Gilpin	450	350	77.7	----	350
Grand	670	490	73.1	----	490
Gunnison	1,630	1,240	76.0	----	1,240
Hinsdale	170	130	76.4	----	130
Huerfano	4,280	3,330	77.8	1,240	2,090
Jackson	420	290	69.0	----	290
Jefferson	6,280	4,600	73.2	----	4,600
Kiowa	1,020	690	67.6	----	690
Kit Carson	2,480	1,660	66.9	----	1,660
Lake	1,520	1,220	80.2	920	300
La Plata	3,490	2,680	76.7	1,340	1,340
Larimer	9,280	7,480	80.6	4,530	2,950
Las Animas	9,240	7,150	77.3	2,810	4,340
Lincoln	2,120	1,440	67.9	----	1,440
Logan	4,850	3,640	75.0	1,650	1,990
Mesa	7,120	5,430	76.2	2,580	2,850
Mineral	240	180	75.0	----	180
Moffat	1,510	1,040	68.8	----	1,040
Montezuma	2,050	1,420	69.2	----	1,420
Montrose	3,050	2,180	71.4	840	1,340
Morgan	4,590	3,370	73.4	1,120	2,250
Otero	6,500	5,090	78.3	2,690	2,400
Ouray	610	450	73.7	----	450
Park	680	470	69.1	----	470
Phillips	1,570	1,100	70.0	----	1,100
Pitkin	580	430	74.1	----	430
Prowers	3,800	2,810	73.9	1,030	1,780



FIRST AGAIN ...in 1939

KNX led all Los Angeles network stations in quarter-hours of national spot and local business in 1939 as in 1938 and 1937. ● 78% more than Station A; 85% more than Station B; 255% more than Station C! ● Results, and only results, can account for such uninterrupted leadership!

COLUMBIA'S STATION FOR SOUTHERN CALIFORNIA

Palace Hotel, San Francisco—Columbia Square, Los Angeles. Represented by Radio Sales—New York, Chicago, Detroit, St. Louis, Charlotte, N. C.

Radio Homes in the United States by States and Counties

(Continued from page 38)

Colorado (Cont'd)

	Total Families	Radio Families	% Ownership	Urban Radio Fam.	Rural Radio Fam.
Pueblo	17,250	14,800	85.7	12,130	2,670
Rio Blanco	830	570	68.7	----	570
Rio Grande	2,570	1,910	74.3	670	1,240
Routt	2,700	2,000	74.1	----	2,000
Saguache	1,660	1,200	72.3	----	1,200
San Juan	480	380	79.1	----	380
San Miguel	670	480	71.6	----	480
Sedgwick	1,410	1,000	70.9	----	1,000
Summit	360	280	77.8	----	280
Teller	1,470	1,150	78.2	----	1,150
Washington	2,460	1,590	64.6	----	1,590
Weld	16,590	12,090	72.9	3,270	8,820
Yuma	3,600	2,420	67.2	----	2,420

CONNECTICUT

	Total Families	Radio Families	% Ownership	Urban Radio Fam.	Rural Radio Fam.
Total State	**437,000**	**402,100**	**92.0**	**281,400**	**120,700**
Fairfield	105,930	97,620	92.2	72,130	25,490
Hartford	113,470	104,450	92.1	76,750	27,700
Litchfield	22,820	21,060	92.3	8,380	12,680
Middlesex	13,490	12,410	92.0	4,960	7,450
New Haven	125,770	115,870	92.1	94,950	20,920
New London	32,190	29,590	91.9	15,310	14,280
Tolland	8,110	7,340	90.5	3,010	4,330
Windham	15,220	13,760	90.4	5,910	7,850

DELAWARE

	Total Families	Radio Families	% Ownership	Urban Radio Fam.	Rural Radio Fam.
Total State	**67,000**	**57,600**	**86.1**	**30,800**	**26,800**
Kent	9,810	7,990	81.4	1,850	6,140
New Castle	43,130	38,260	88.7	28,360	9,900
Sussex	14,060	11,350	80.7	590	10,760

DISTRICT OF COLUMBIA

	Total Families	Radio Families	% Ownership	Urban Radio Fam.	Rural Radio Fam.
Washington	168,000	152,900	91.0	152,900	----

FLORIDA

	Total Families	Radio Families	% Ownership	Urban Radio Fam.	Rural Radio Fam.
Total State	**443,000**	**297,900**	**67.2**	**189,500**	**108,400**
Alachua	9,680	5,660	58.4	2,320	3,340
Baker	1,640	870	53.0	----	870
Bay	3,510	2,120	60.3	1,010	1,110
Bradford	2,470	1,260	51.0	----	1,260
Brevard	4,430	2,670	60.2	700	1,970
Broward	6,570	4,530	68.9	3,480	1,050
Calhoun	1,850	970	52.4	----	970
Charlotte	1,350	780	57.8	----	780
Citrus	1,670	930	55.7	----	930
Clay	2,100	1,150	54.8	----	1,150
Collier	730	430	58.9	----	430
Columbia	4,010	2,250	56.1	980	1,270
Dade	47,220	38,000	80.5	34,780	3,220
De Soto	2,370	1,480	62.4	940	540
Dixie	1,910	1,100	57.5	----	1,100
Duval	45,890	36,730	80.0	33,350	3,380
Escambia	15,180	10,110	66.6	7,030	3,080
Flagler	770	430	55.8	----	430
Franklin	1,990	1,190	59.8	600	590
Gadsden	7,120	3,870	54.4	1,110	2,760
Gilchrist	1,070	520	48.5	----	520
Glades	820	430	52.4	----	430
Gulf	910	520	57.1	----	520
Hamilton	2,490	1,270	51.0	----	1,270
Hardee	2,990	1,640	54.8	540	1,100
Hendry	1,110	600	54.1	----	600
Hernando	1,520	800	52.6	----	800
Highlands	2,990	2,010	67.2	1,510	500
Hillsborough	45,350	32,990	72.7	25,480	7,510
Holmes	3,110	1,480	47.6	----	1,480
Indian River	2,170	1,210	55.8	----	1,210
Jackson	8,220	4,050	49.3	690	3,360
Jefferson	3,860	1,960	50.8	----	1,960
Lafayette	1,230	620	50.4	----	620
Lake	7,600	4,560	60.0	1,700	2,860
Lee	4,690	3,190	68.0	2,170	1,020
Leon	6,650	3,960	59.5	2,330	1,630
Levy	3,520	1,880	53.4	----	1,880
Liberty	1,130	610	54.0	----	610
Madison	4,180	2,050	49.0	----	2,050
Manatee	7,060	4,490	63.6	2,830	1,660
Marion	8,810	4,920	55.8	1,580	3,340
Martin	1,710	980	57.3	----	980
Monroe	4,030	2,810	69.7	2,650	160
Nassau	2,600	1,520	58.5	630	890
Okaloosa	2,640	1,350	51.1	----	1,350
Okeechobee	1,200	670	55.8	----	670
Orange	16,300	11,730	72.0	8,500	3,230
Osceola	3,760	2,220	59.0	690	1,530
Palm Beach	16,820	12,250	72.8	9,120	3,130
Pasco	3,510	1,910	54.4	----	1,910
Pinellas	21,900	17,420	79.5	15,490	1,930
Polk	22,120	14,230	64.3	8,730	5,500
Putnam	5,810	3,420	58.9	1,450	1,970
St. Johns	5,600	3,910	69.8	2,880	1,030
St. Lucie	2,180	1,470	67.4	1,110	360
Santa Rosa	3,640	1,900	52.2	----	1,900
Sarasota	3,880	2,720	70.1	2,030	690
Seminole	5,930	3,760	63.4	2,310	1,450
Sumter	2,970	1,570	52.9	----	1,570
Suwannee	4,220	2,140	50.7	580	1,560
Taylor	3,740	2,120	56.7	500	1,620
Union	1,550	790	51.0	----	790
Volusia	14,640	10,340	70.6	7,220	3,120
Wakulla	1,490	800	53.7	----	800
Walton	3,700	1,990	53.8	480	1,510
Washington	3,120	1,590	51.0	----	1,590

GEORGIA

	Total Families	Radio Families	% Ownership	Urban Radio Fam.	Rural Radio Fam.
Total State	**716,000**	**370,800**	**51.7**	**180,500**	**190,300**
Appling	2,990	1,270	42.4	----	1,270
Atkinson	1,590	720	45.2	----	720
Bacon	1,570	640	40.8	----	640
Baker	1,870	690	36.9	----	690
Baldwin	3,980	2,090	52.5	1,040	1,050
Banks	2,120	750	35.4	----	750
Barrow	3,040	1,360	44.7	640	720
Bartow	5,860	2,730	46.6	920	1,810
Ben Hill	3,400	1,820	53.5	1,270	550
Berrien	3,300	1,320	40.0	----	1,320
Bibb	21,060	13,860	65.8	10,920	2,940
Bleckley	2,220	880	39.6	----	880
Brantley	1,590	700	44.0	----	700
Brooks	5,050	2,120	42.0	730	1,390
Bryan	1,410	660	46.8	----	660
Bulloch	5,940	2,500	42.1	730	1,770
Burke	7,870	3,180	40.4	790	2,390
Butts	2,330	980	42.1	----	980
Calhoun	2,800	1,110	39.6	----	1,110
Camden	1,550	750	48.3	----	750
Campbell (See Fulton)	----	----	----	----	----
Candler	2,010	770	38.3	----	770
Carroll	8,110	3,360	41.4	930	2,430
Catoosa	2,110	930	44.1	----	930
Charlton	1,070	510	47.7	----	510
Chatham	30,080	21,150	70.3	18,100	3,050
Chattahoochee	1,180	580	49.2	----	580
Chattooga	3,440	1,550	45.1	440	1,110
Cherokee	4,600	1,980	43.0	460	1,520
Clarke	6,830	4,230	61.9	3,570	660
Clay	1,750	690	39.4	----	690
Clayton	2,420	1,010	41.7	60	950
Clinch	1,850	940	50.8	----	940
Cobb	8,790	4,420	50.3	1,570	2,850
Coffee	4,330	1,870	43.2	680	1,190
Colquitt	6,850	3,150	46.0	1,350	1,800
Columbia	2,140	810	37.9	----	810
Cook	2,630	1,120	42.6	----	1,120
Coweta	6,150	2,940	47.8	1,140	1,800
Crawford	1,630	580	35.6	----	580
Crisp	4,520	2,220	49.1	1,400	820
Dade	950	400	42.1	----	400
Dawson	830	280	33.7	----	280
Decatur	5,710	2,790	48.9	1,100	1,690
DeKalb (See Fulton)	----	----	----	----	----
Dodge	5,090	2,100	41.3	590	1,510
Dooly	4,290	1,670	38.9	----	1,670
Dougherty	6,430	3,920	60.9	3,040	880
Douglas	2,230	890	39.9	----	890
Early	4,540	1,720	37.9	----	1,720
Echols	710	330	46.5	----	330
Effingham	2,500	1,130	45.2	----	1,130
Elbert	4,390	1,980	45.1	890	1,090
Emanuel	5,610	2,220	39.6	----	2,220
Evans	1,550	670	43.2	----	670
Fannin	2,870	1,240	43.2	----	1,240
Fayette	2,000	730	37.5	----	730
Floyd	11,650	6,570	56.4	4,050	2,520
Forsyth	2,520	860	34.1	----	860
Franklin	3,600	1,380	38.3	----	1,380
Fulton*	107,120	79,830	74.5	67,700	12,130
Gilmer	1,690	620	36.7	----	620
Glascock	1,060	400	37.7	----	400
Glynn	5,360	3,410	63.6	2,660	750
Gordon	3,960	1,610	40.7	----	1,610
Grady	4,470	1,860	41.6	540	1,320
Greene	3,170	1,360	42.9	----	1,370
Gwinnett	6,650	2,760	41.5	570	2,190
Habersham	2,910	1,300	44.7	----	1,300
Hall	7,160	3,540	49.4	1,540	2,000
Hancock	2,970	1,140	38.4	----	1,140
Haralson	3,090	1,250	40.5	----	1,250
Harris	2,690	1,100	40.9	----	1,100
Hart	3,440	1,260	36.6	----	1,260
Heard	2,070	710	34.3	----	710
Henry	3,770	1,440	38.2	----	1,440
Houston	2,820	1,100	39.0	----	1,100
Irwin	2,650	1,040	39.2	----	1,040
Jackson	5,040	2,100	41.7	520	1,580
Jasper	2,160	920	42.6	----	920
Jeff Davis	1,830	770	42.1	----	770
Jefferson	4,930	1,980	40.2	----	1,980
Jenkins	3,270	1,330	40.7	470	860
Johnson	3,120	1,210	38.8	----	1,210
Jones	2,050	780	38.0	----	780
Lamar	2,390	1,140	47.7	600	540
Lanier	1,220	530	43.4	----	530
Laurens	7,930	3,360	42.4	1,270	2,090
Lee	2,330	870	37.3	----	870
Liberty	1,960	810	41.3	----	810
Lincoln	1,710	600	35.1	----	600
Long	990	430	43.4	----	430
Lowndes	7,490	4,110	54.9	2,580	1,530
Lumpkin	1,180	450	38.1	----	450
McDuffie	2,300	930	40.4	----	930
McIntosh	1,540	810	52.6	----	810
Macon	4,220	1,730	41.0	----	1,730
Madison	3,510	1,290	36.8	----	1,290
Marion	1,710	650	38.0	----	650
Meriwether	5,270	2,330	44.2	600	1,730
Miller	2,180	800	36.7	----	800
Milton (See Fulton)	----	----	----	----	----
Mitchell	5,640	2,320	41.1	490	1,830
Monroe	2,750	1,180	42.9	----	1,180
Montgomery	2,170	880	40.6	----	880
Morgan	3,310	1,350	40.8	----	1,350
Murray	2,090	770	36.8	----	770

Georgia (Cont'd)

	Total Families	Radio Families	% Ownership	Urban Radio Fam.	Rural Radio Fam.
Muscogee	15,000	10,050	67.0	8,280	1,770
Newton	4,190	1,940	46.3	970	970
Oconee	1,930	710	36.8	----	710
Oglethorpe	3,060	1,150	37.6	----	1,150
Paulding	2,850	1,050	36.8	----	1,050
Peach	2,620	1,320	50.4	820	500
Pickens	2,240	980	43.8	----	980
Pierce	2,820	1,180	41.8	----	1,180
Pike	2,520	950	37.7	----	950
Polk	5,670	2,940	51.9	1,800	1,140
Pulaski	2,320	950	40.9	----	950
Putnam	2,020	860	42.6	----	860
Quitman	890	340	38.2	----	340
Rabun	1,460	610	41.8	----	610
Randolph	4,330	1,850	42.7	610	1,240
Richmond	19,860	13,300	67.0	11,880	1,420
Rockdale	1,800	750	41.7	----	750
Schley	1,260	470	37.3	----	470
Screven	4,840	1,870	38.6	----	1,870
Seminole	1,710	670	39.2	----	670
Spalding	5,980	3,250	54.3	1,940	1,310
Stephens	2,660	1,280	48.1	720	560
Stewart	2,650	1,120	42.6	----	1,120
Sumter	7,160	3,390	47.3	1,770	1,620
Talbot	2,050	850	41.5	10	840
Talliaferro	1,520	580	38.2	----	580
Tattnall	3,490	1,420	40.7	----	1,420
Taylor	2,520	1,010	40.1	----	1,010
Telfair	3,450	1,470	42.6	----	1,470
Terrell	4,560	1,990	43.6	750	1,240
Thomas	8,280	4,210	50.8	2,310	1,900
Tift	3,950	1,890	47.8	630	1,260
Toombs	3,770	1,710	45.4	590	1,120
Towns	970	350	36.1	----	350
Treutlen	1,650	640	38.8	----	640
Troup	8,870	4,780	53.9	3,080	1,700
Turner	2,600	1,080	41.5	----	1,080
Twiggs	1,930	730	37.8	----	730
Union	1,440	480	33.3	----	480
Upson	4,420	2,220	50.2	1,190	1,030
Walker	6,210	3,040	49.0	990	2,050
Walton	5,100	2,150	42.2	650	1,500
Ware	6,740	4,150	61.6	2,980	1,170
Warren	2,590	990	38.2	----	990
Washington	5,990	2,500	41.7	580	1,920
Wayne	2,970	1,390	46.8	----	1,390
Webster	1,160	430	37.1	----	430
Wheeler	2,010	780	38.8	----	780
White	1,360	520	38.2	----	520
Whitfield	4,860	2,460	50.6	1,330	1,130
Wilcox	3,180	1,220	38.4	----	1,220
Wilkes	4,040	1,720	42.6	670	1,050
Wilkinson	2,690	1,150	42.8	----	1,150
Worth	4,950	1,930	39.0	----	1,930

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*Combined with Milton, Campbell and DeKalb.

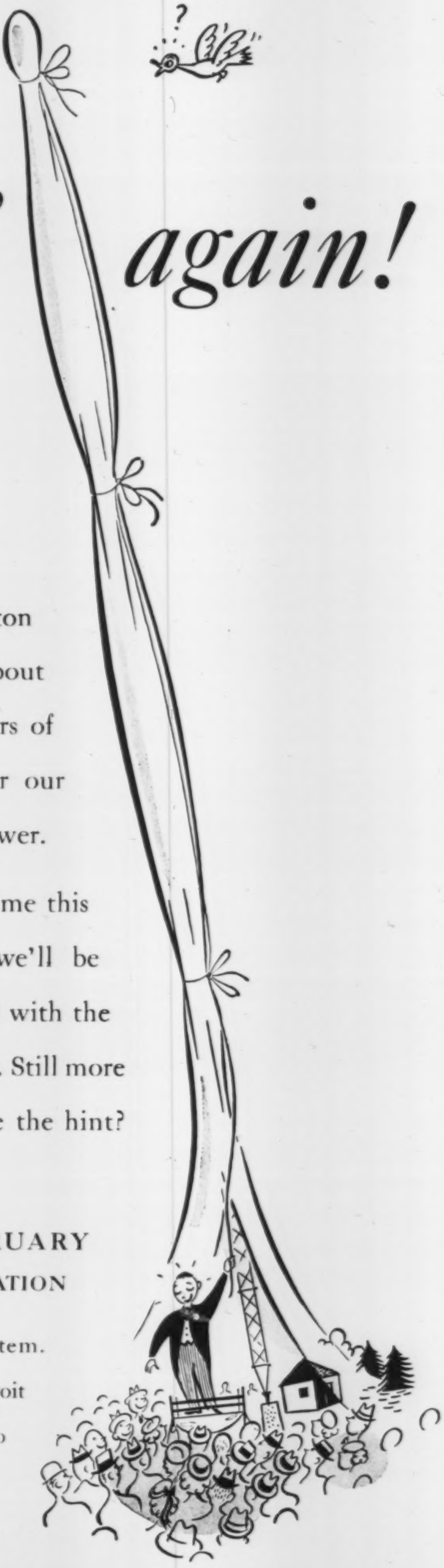
IDAHO

	Total Families	Radio Families	% Ownership	Urban Radio Fam.	Rural Radio Fam.
Total State	**124,000**	**98,700**	**79.6**	**34,200**	**64,500**
Ada	11,390	9,690	85.1	6,240	3,450
Adams	860	640	74.4	----	640
Bannock	8,320	7,060	84.9	4,390	2,670
Bear Lake	1,970	1,500	76.1	----	1,500
Benewah	1,940	1,500	77.3	----	1,500
Bingham	4,520	3,460	76.5	790	2,670
Blaine	1,120	860	76.8	----	860
Boise	590	450	76.3	----	450
Bonner	4,050	3,190	78.8	910	2,280
Bonnerville	4,860	3,990	82.1	2,260	1,730
Boundary	1,420	1,100	77.5	----	1,100
Butte	580	430	74.1	----	430
Camas	440	320	72.7	----	320
Canyon	8,890	7,160	80.5	3,670	3,490
Caribou	570	430	75.4	----	430
Cassia	3,180	2,470	77.7	860	1,610
Clark	300	220	73.3	----	220
Clearwater	1,750	1,350	77.1	----	1,350
Custer	970	740	76.8	----	740
Elmore	1,430	1,120	78.3	----	1,120
Franklin	2,150	1,700	79.1	730	970
Fremont	2,390	1,870	78.2	560	1,310
Gem	2,020	1,590	78.7	700	890
Gooding	2,030	1,520	74.9	----	1,520
Idaho	3,000	2,260	75.3	----	2,260
Jefferson	2,320	1,740	75.0	----	1,740
Jerome	2,180	1,630	74.8	----	1,630
Kootenai	6,080	4,910	80.8	2,260	2,650
Latah	5,210	4,100	78.7	1,260	2,840
Lemhi	1,520	1,150	75.7	----	1,150
Lewis	1,520	1,150	75.7	----	1,150
Lincoln	870	660	75.9	----	660
Madison	1,940	1,540	79.4	680	860
Minidoka	2,210	1,660	75.1	----	1,660
Nez Perce	5,180	4,320	83.4	2,640	1,680
Oneida	1,380	1,090	79.0	540	550
Owyhee	1,180	860	72.9	----	860
Payette	2,170	1,720	79.3	730	990
Power	1,250	940	75.2	----	940
Shoshono	5,570	4,640	83.3	1,990	2,650
Teton	840	630	75.0	----	630
Twin Falls	8,400	6,660	79.3	2,320	4,340
Valley	1,050	810	77.1	----	810
Washington	2,390	1,870	78.2	670	1,200

ILLINOIS

	Total Families	Radio Families	% Ownership	Urban Radio Fam.	Rural Radio Fam.
Total State	**2,063,000**	**1,857,100**	**90.0**	**1,426,600**	**430,500**
Adams	18,150	15,900	87.6	10,630	5,270
Alexander	6,230	5,360	86.0	3,560	1,800

We're "*firsting*" *again!*



WJSV has had so many firsts in Washington during 1939 that it's kind of embarrassing to talk about it. First in number of hours sold... first in dollars of revenue... first among dealers... first place for our announcers in the popularity polls... first in power.

And now we went and did it again. About the time this book goes to press—February, they tell us—we'll be 'firsting' again. We'll be pounding out our signal with the first 50,000 watts of power in this neck of the woods. Still more people listening. Still more families buying. Take the hint?

WJSV 50,000 WATTS IN FEBRUARY
WASHINGTON, D. C. · A CBS STATION

Owned and operated by the Columbia Broadcasting System.
Represented by Radio Sales: New York · Chicago · Detroit
St. Louis · Charlotte, N. C. · Los Angeles · San Francisco

Radio Homes in the United States by States and Counties

(Continued from page 40)

Illinois (Cont'd)

	Total Families	Radio Families	% Ownership	Urban Radio Fam.	Rural Radio Fam.
Bond	4,240	3,460	81.6	930	2,530
Boone	4,360	3,730	85.6	2,290	1,440
Brown	2,480	1,960	79.0	----	1,960
Bureau	10,920	9,060	83.0	2,650	6,410
Calhoun	2,080	1,630	78.4	----	1,630
Carroll	5,530	4,630	83.7	1,430	3,200
Cass	4,730	4,000	84.6	1,730	2,270
Champaign	18,030	15,790	87.6	9,380	6,410
Christian	10,530	8,800	83.6	3,470	5,330
Clark	5,330	4,250	79.7	----	4,250
Clay	4,540	3,640	80.2	1,070	2,570
Clinton	5,540	4,530	81.8	130	4,400
Coles	10,520	9,120	86.7	5,980	3,140
Cook	1,062,580	996,480	93.8	979,270	17,210
Crawford	6,030	4,940	81.9	980	3,960
Cumberland	3,010	2,370	78.7	----	2,370
De Kalb	9,460	8,120	85.8	4,270	3,850
De Witt	5,310	4,430	83.4	1,660	2,770
Douglas	5,060	4,160	82.2	730	3,430
Du Page	24,600	22,660	92.1	17,780	4,880
Edgar	7,250	6,000	82.8	2,450	3,550
Edwards	2,550	2,060	80.8	----	2,060
Effingham	5,080	4,150	81.7	1,270	2,880
Fayette	6,450	5,140	79.7	1,150	3,990
Ford	4,470	3,680	82.3	870	2,810
Franklin	15,530	13,220	85.1	7,240	5,980
Fulton	12,910	10,740	83.2	3,140	7,600
Gallatin	2,660	2,130	80.1	----	2,130
Greene	5,770	4,730	82.0	1,510	3,220
Grundy	4,970	4,160	83.7	1,420	2,740
Hamilton	3,580	2,780	77.7	----	2,780
Hancock	8,250	6,630	80.4	----	6,630
Hardin	1,800	1,440	80.0	----	1,440
Henderson	2,520	2,010	79.8	----	2,010
Henry	12,580	10,850	86.2	6,370	4,480
Iroquois	9,090	7,340	80.7	900	6,440
Jackson	9,520	8,020	84.2	4,040	3,980
Jasper	3,610	2,810	77.8	----	2,810
Jefferson	8,670	7,160	82.6	3,200	3,960
Jersey	3,500	2,870	82.0	1,160	1,710
Jo Daviess	5,920	4,880	82.4	1,150	960
Johnson	2,690	2,110	78.4	----	2,110
Kane	32,960	30,150	91.5	24,680	5,470
Kankakee	12,320	10,720	87.0	5,990	4,730
Kendall	2,980	2,400	80.5	----	2,400
Knox	14,990	13,170	87.9	8,750	4,420
Lake	26,250	23,920	91.1	18,060	5,860
La Salle	25,780	22,770	88.3	15,850	6,920
Lawrence	5,940	4,910	82.7	1,530	3,380
Lee	8,380	7,060	84.2	2,760	4,300
Livingston	10,250	8,460	82.5	2,460	6,000
Logan	7,400	6,230	84.2	2,660	3,570
McDonough	8,180	6,890	84.2	3,270	3,620
McHenry	9,640	8,170	84.8	3,290	4,880
McLean	20,420	17,740	86.9	10,050	7,690
Macon	22,790	20,370	89.4	15,190	5,180
Macoupin	14,000	11,710	83.6	5,880	5,830
Madison	38,120	34,190	89.7	24,730	9,460
Marion	10,290	8,640	84.0	4,340	4,300
Marshall	3,750	3,060	81.6	----	3,060
Mason	4,470	3,690	82.6	1,010	2,680
Massac	3,850	3,170	82.3	1,440	1,730
Menard	3,060	2,480	81.0	----	2,480
Mercer	4,920	3,960	80.5	----	3,960
Monroe	3,390	2,730	80.5	----	2,730
Montgomery	10,140	8,400	82.8	2,890	5,510
Morgan	8,780	7,460	85.0	3,830	3,630
Moultrie	3,600	2,880	80.0	----	2,880
Ogle	8,180	6,700	81.9	1,020	5,680
Peoria	37,430	33,880	90.5	27,030	6,850
Perry	6,290	5,240	83.3	2,750	2,490
Piatt	4,280	3,480	81.3	----	3,480
Pike	7,160	5,740	80.2	----	5,740
Pope	2,140	1,660	77.6	----	1,660
Pulaski	3,990	3,250	81.5	640	2,610
Putnam	1,430	1,160	81.1	----	1,160
Randolph	7,360	6,070	82.5	1,890	4,180
Richland	4,090	3,370	82.4	1,650	1,720
Rock Island	27,140	24,700	91.0	21,520	3,180
St. Clair	43,440	39,010	89.8	27,290	11,720
Saline	9,800	8,160	83.3	3,880	4,280
Sangamon	30,620	27,410	89.5	18,710	8,700
Schuyler	3,410	2,700	79.2	----	2,700
Scott	2,510	2,020	80.5	----	2,020
Shelby	7,510	5,990	79.8	1,050	4,940
Stark	2,610	2,100	80.5	----	2,100
Stephenson	11,460	9,920	86.6	5,840	4,080
Tazewell	12,430	10,780	86.7	5,390	5,390
Union	4,780	3,860	80.8	750	3,110
Vermilion	24,080	21,040	87.4	13,070	7,970
Wabash	3,720	3,130	84.1	1,860	1,270
Warren	6,340	5,300	83.6	2,450	2,850
Washington	4,470	3,560	79.6	----	3,560
Wayne	5,250	4,110	78.3	840	3,270
White	5,100	4,090	80.2	820	3,270
Whiteside	10,950	9,430	86.1	5,330	4,100
Will	27,880	24,550	88.1	11,730	12,820
Williamson	14,610	12,300	84.2	6,760	5,540
Winnebago	32,070	28,940	90.2	21,860	7,080
Woodford	5,190	4,190	80.5	----	4,190

INDIANA

	Total Families	Radio Families	% Ownership	Urban Radio Fam.	Rural Radio Fam.
Total State	**934.000**	**816.800**	**87.5**	**480,300**	**336.500**
Adams	5,330	4,430	83.1	1,380	3,050
Allen	40,320	36,680	91.0	30,040	6,640
Bartholomew	7,500	6,330	84.4	2,780	3,550
Benton	3,330	2,760	82.9	----	2,760
Blackford	4,020	3,410	84.8	1,780	1,630
Boone	6,920	5,720	82.7	1,800	3,920
Brown	1,460	1,150	78.8	----	1,150

Indiana (Cont'd)

	Total Families	Radio Families	% Ownership	Urban Radio Fam.	Rural Radio Fam.
Carroll	4,780	3,930	82.2	----	3,930
Cass	10,210	8,820	86.4	5,330	3,490
Clark	8,820	7,570	85.8	3,190	4,380
Clay	7,760	6,530	84.2	2,290	4,240
Clinton	8,460	7,200	85.1	3,480	3,720
Crawford	2,850	2,280	80.0	----	2,280
Daviess	7,020	5,860	83.5	2,400	3,460
Dearborn	6,170	5,210	84.4	2,360	2,850
Decatur	5,400	4,490	83.2	1,650	2,840
DeKalb	7,570	6,460	85.3	2,650	3,810
Delaware	19,790	17,590	88.9	12,710	4,880
Dubois	5,370	4,520	84.2	1,860	2,660
Elkhart	20,420	18,110	88.7	12,970	5,140
Fayette	5,630	4,930	87.6	3,490	1,440
Floyd	10,130	9,050	89.3	7,060	1,990
Fountain	5,570	4,650	83.5	1,010	3,640
Franklin	4,100	3,330	81.2	----	3,330
Fulton	4,760	3,900	81.9	1,080	2,820
Gibson	8,470	7,070	83.5	2,780	4,290
Grant	15,080	13,090	86.8	7,550	5,540
Greene	9,240	7,660	82.9	2,280	5,380
Hamilton	7,480	6,210	83.0	1,440	4,770
Hancock	5,370	4,460	83.1	1,280	3,180
Harrison	4,760	3,790	79.6	----	3,790
Hendricks	5,950	4,890	82.2	----	4,890
Henry	10,380	8,940	86.1	3,760	5,180
Howard	13,520	11,900	88.0	8,640	3,260
Huntington	8,680	7,430	85.6	3,730	3,700
Jackson	6,790	5,680	83.7	2,050	3,630
Jasper	3,660	3,000	82.0	820	2,180
Jay	6,330	5,190	82.0	2,150	3,040
Jefferson	5,530	4,540	82.1	1,910	2,630
Jennings	3,410	2,770	81.2	840	1,930
Johnson	6,560	5,520	84.1	1,580	3,940
Knox	12,290	10,500	85.4	5,940	4,560
Kosciusko	8,600	7,140	83.0	1,740	5,400
Lagrange	4,010	3,280	81.8	----	3,280
Lake	66,110	61,110	92.4	56,560	4,550
La Porte	16,220	14,530	89.6	10,510	4,020
Lawrence	9,850	8,490	86.2	4,430	4,060
Madison	23,740	21,110	88.9	14,930	6,180
Marion	125,230	115,670	92.4	102,550	13,120
Marshall	7,370	6,180	83.9	1,510	4,670
Martin	2,700	2,180	80.7	----	2,180
Miami	8,700	7,500	86.2	3,620	3,880
Monroe	10,030	8,800	87.7	5,060	3,740
Montgomery	8,460	7,170	84.8	2,970	4,200
Morgan	5,940	4,930	83.0	1,420	3,510
Newton	2,900	2,420	83.4	----	2,420
Noble	6,880	5,830	84.7	1,580	4,250
Ohio	1,190	970	81.5	----	970
Orange	4,870	4,060	83.4	----	4,060
Owen	3,450	2,830	82.0	----	2,830
Parke	5,030	4,160	82.7	----	4,160
Perry	4,430	3,670	82.8	1,190	2,480
Pike	4,780	3,950	82.6	720	3,230
Porter	6,660	5,790	86.9	2,370	3,420
Posey	5,210	4,300	82.5	1,370	2,930
Pulaski	3,150	2,550	81.0	----	2,550
Putnam	6,120	5,050	82.5	1,410	3,640
Randolph	7,930	6,590	83.1	2,260	4,330
Ripley	5,320	4,320	81.2	730	3,590
Rush	5 820	4,830	83.0	1,640	3,190
St. Joseph	43,320	39,710	91.7	33,870	5,840
Scott	2,000	1,620	81.0		1,620
Shelby	8,170	6,930	84.8	3,130	3,800
Spencer	4,710	3,820	81.1	----	3,820
Starke	3,150	2,580	81.9	----	2,580
Steuben	4,350	3,620	83.2	860	2,760
Sullivan	8,230	6,870	83.5	1,420	5,450
Switzerland	2,610	2,060	78.9	----	2,060
Tippecanoe	13,810	12,300	89.1	8,800	3,500
Tipton	4,580	3,800	83.0	1,360	2,440
Union	1,910	1,560	81.7	----	1,560
Vanderburg	31,340	28,860	92.1	26,500	2,360
Vermillion	6,790	6,060	89.2	2,250	3,810
Vigo	29,540	26,350	89.2	18,590	7,760
Wabash	7,690	6,530	84.9	3,340	3,190
Warren	2,740	2,210	80.7	----	2,210
Warrick	5,200	4,270	82.1	1,150	3,120
Washington	4,710	3,810	80.9	860	2,950
Wayne	16,060	14,330	89.2	9,000	5,330
Wells	5,590	4,570	81.8	1,440	3,130
White	4,760	3,970	83.4	----	3,970
Whitely	4,850	4,010	82.7	1,100	2,910

IOWA

	Total Families	Radio Families	% Ownership	Urban Radio Fam.	Rural Radio Fam.
Total State	**680,000**	**577,800**	**85.0**	**262.500**	**315.300**
Adair	3,930	3,110	79.1	----	3,110
Adams	2,960	2,320	78.4	----	2,320
Allamakoe	4,460	3,610	80.9	720	2,890
Appanoose	7,120	5,950	83.6	2,200	3,750
Audubon	3,240	2,550	78.7	----	2,550
Benton	6,400	5,290	82.7	1,880	3,410
Black Hawk	19,040	17,130	90.0	14,020	3,110
Boone	7,930	6,740	85.0	3,270	3,370
Bremer	4,750	3,920	82.5	1,080	2,840
Buchanan	5,150	4,210	81.7	1,120	3,090
Buena Vista	5,130	4,220	82.3	1,150	3,070
Butler	4,850	3,880	80.0	----	3,880
Calhoun	4,850	3,890	80.2	----	3,890
Carroll	5,620	4,650	82.7	1,160	3,490
Cass	5,590	4,640	83.0	1,570	3,070
Cedar	4,830	3,860	79.9	----	3,860
Cerro Gordo	10,150	9,050	89.2	6,670	2,380
Cherokee	4,500	3,739	82.9	1,310	2,420
Chickasaw	3,990	3,170	79.4	----	3,170
Clarke	3,040	2,470	81.3	870	1,600
Clay	4,370	3,620	82.8	1,390	2,230
Clayton	6,810	5,460	80.2	----	5,460

Iowa (Cont'd)

	Total Families	Radio Families	% Ownership	Urban Radio Fam.	Rural Radio Fam.
Clinton	12,560	10,990	87.5	6,970	4,020
Crawford	5,530	4,500	81.4	1,050	3,450
Dallas	7,330	6,080	82.9	1,670	4,410
Davis	3,290	2,580	78.4	----	2,580
Decatur	4,190	3,340	79.7	----	3,340
Delaware	4,870	3,960	81.3	1,000	2,960
Des Moines	11,200	10,050	89.7	7,570	2,480
Dickinson	2,920	2,350	80.4	----	2,350
Dubuque	15,580	14,010	89.9	10,510	3,500
Emmet	3,290	2,780	84.9	1,260	1,520
Fayette	8,060	6,780	84.1	2,120	4,660
Floyd	5,660	4,800	84.8	2,300	2,500
Franklin	4,340	3,540	81.6	1,000	2,540
Fremont	4,250	3,380	79.5	----	3,380
Greene	4,520	3,690	81.6	980	2,710
Grundy	3,700	2,940	79.5	----	2,940
Guthrie	4,910	3,910	79.6	----	3,910
Hamilton	5,440	4,520	83.1	1,730	2,790
Hancock	3,720	2,950	79.3	----	2,950
Hardin	6,370	5,360	84.1	1,970	3,390
Harrison	6,690	5,450	81.5	1,120	4,330
Henry	4,880	4,020	82.4	1,130	2,890
Howard	3,520	2,880	81.8	900	1,980
Humboldt	3,460	2,780	80.3	----	2,780
Ida	3,150	2,520	80.0	----	2,520
Iowa	4,990	3,960	79.4	----	3,960
Jackson	5,270	4,320	82.0	1,070	3,250
Jasper	9,120	7,690	84.3	3,010	4,680
Jefferson	4,760	4,020	84.5	1,920	2,100
Johnson	8,530	7,420	87.0	4,280	3,140
Jones	4,940	4,020	81.4	620	3,400
Keokuk	5,820	4,660	80.1	----	4,660
Kossuth	6,190	5,010	80.9	1,070	3,940
Lee	11,520	10,380	90.1	7,760	2,620
Linn	24,010	21,480	89.5	16,570	4,910
Louisa	3,330	2,680	80.5	----	2,680
Lucas	4,310	3,590	83.3	1,530	2,060
Lyon	3,700	2,950	79.7	----	2,950
Madison	4,210	3,380	80.3	890	2,490
Mahaska	7,480	6,290	84.1	2,870	3,420
Marion	7,180	5,990	83.4	2,170	3,820
Marshall	9,270	8,070	87.1	4,740	3,330
Mills	3,880	3,160	81.4	680	2,480
Mitchell	3,860	3,170	82.1	880	2,290
Monona	4,740	3,820	80.6	690	3,130
Monroe	4,120	3,370	81.8	1,160	2,210
Montgomery	4,810	4,060	84.4	1,660	2,400
Muscatine	8,850	7,740	87.5	4,880	2,060
O'Brien	4,990	4,120	82.6	910	3,210
Osceola	2,510	1,990	79.3	----	1,990
Page	6,880	5,860	85.2	3,100	2,760
Palo Alto	3,830	3,110	81.2	710	2,400
Plymouth	6,100	4,980	81.6	1,330	3,650
Pocahontas	4,020	3,190	79.4	----	3,190
Polk	48,820	45,010	92.2	39,520	5,490
Pottawattamie	18,880	16,640	88.1	10,910	5,730
Poweshiek	5,400	4,460	82.6	1,450	3,010
Ringgold	3,500	2,760	78.9	----	2,760
Sac	4,740	3,890	82.1	800	3,090
Scott	22,290	20,210	90.7	17,270	2,940
Shelby	4,330	3,510	81.1	910	2,600
Sioux	6,540	5,240	80.1	----	5,240
Story	8,600	7,440	86.5	3,670	3,770
Tama	6,290	5,120	81.4	770	4,350
Taylor	4,450	3,540	79.6	----	3,540
Union	5,080	4,360	85.8	2,420	1,940
Van Buren	3,880	3,100	79.9	----	3,100
Wapello	11,580	10,190	88.0	7,400	2,790
Warren	5,190	4,220	81.3	1,120	2,100
Washington	5,730	4,740	82.7	1,400	3,340
Wayne	4,200	3,370	80.2	----	3,370
Webster	10,880	9,500	87.3	5,640	3,860
Winnebago	3,250	2,580	79.4	----	2,580
Winneshiek	5,700	4,640	81.4	1,300	4,340
Woodbury	27,070	24,390	90.1	19,910	4,480
Worth	2,890	2,290	79.2		2,290
Wright	5,350	4,490	83.9	1,820	2,670

KANSAS

	Total Families	Radio Families	% Ownership	Urban Radio Fam.	Rural Radio Fam.
Total State	**501,000**	**367.800**	**73.4**	**189.300**	**178.500**
Allen	6,170	4,510	73.1	2,680	1,830
Anderson	3,730	2,420	64.9	790	1,630
Atchison	6,450	4,950	76.7	3,440	1,510
Barber	2,670	1,730	64.8	----	1,730
Barton	4,990	3,730	74.7	2,160	1,570
Bourbon	6,250	4,540	72.6	2,790	1,750
Brown	5,600	3,890	69.5	1,980	1,910
Butler	9,660	7,130	73.8	3,570	3,560
Chase	1,840	1,150	62.5	----	1,150
Chautauqua	2,840	1,820	64.1		1,820
Cherokee	8,480	6,280	74.1	3,210	3,070
Cheyenne	1,640	950	57.9	----	950
Clark	1,210	760	62.8	----	760
Clay	4,110	2,790	67.9	1,270	1,520
Cloud	4,920	3,420	69.5	1,470	1,950
Coffey	3,880	2,340	60.3	----	2,340
Comanche	1,310	840	64.1	----	840
Cowley	11,260	8,860	78.7	6,310	2,550
Crawford	13,770	10,490	76.2	4,760	5,730
Decatur	2,350	1,410	60.0	----	1,410
Dickinson	6,920	5,050	73.1	2,700	2,350
Doniphan	3,670	2,210	60.2	----	2,210
Douglas	7,370	5,750	78.0	3,900	1,850
Edwards	1,940	1,260	64.9	----	1,260
Elk	2,520	1,570	62.3		1,570
Ellis	3,210	2,260	70.4	990	1,270
Ellsworth	2,540	1,630	64.2	----	1,630
Finney	2,690	2,040	75.8	1,490	550
Ford	5,120	4,010	78.3	2,470	1,540
Franklin	6,330	4,560	72.0	2,610	1,950

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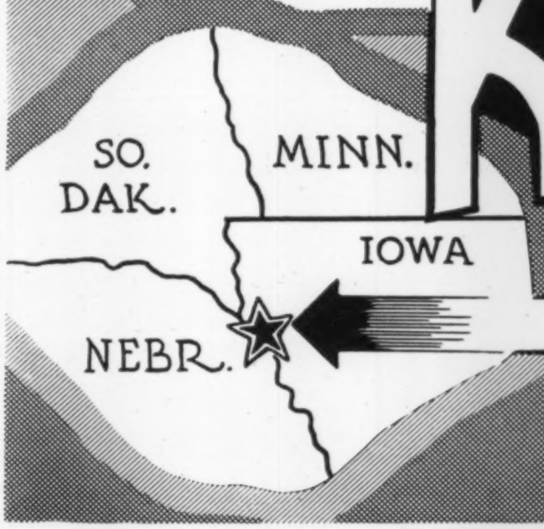

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The JOURNAL

SIOUX CITY, IOWA

Represented by George Hollingbery
C. W. Corkhill, Manager

Radio Homes in the United States by States and Counties

(Continued from page 42)

Kansas (Cont'd)

	Total Families	Radio Families	% Ownership	Urban Radio Fam.	Rural Radio Fam.
Geary	3,540	2,830	79.9	2,020	810
Gove	1,310	760	58.0	----	760
Graham	1,910	1,090	57.1	----	1,090
Grant	770	480	62.3	----	480
Gray	1,420	850	59.9	----	850
Greeley	440	270	61.4	----	270
Greenwood	5,220	3,540	67.8	1,010	2,530
Hamilton	850	540	63.5	----	540
Harper	3,470	2,330	67.1	800	1,530
Harvey	5,830	4,510	77.4	2,850	1,660
Haskell	650	390	60.0	----	390
Hodgeman	1,010	570	56.4	----	570
Jackson	4,150	2,580	62.2	830	1,750
Jefferson	3,910	2,350	60.1	----	2,350
Jewell	4,100	2,360	57.6	----	2,360
Johnson	7,550	5,290	70.1	1,030	4,260
Kearney	800	490	61.3	----	490
Kingman	3,020	1,980	65.6	740	1,240
Kiowa	1,500	930	62.0	----	930
Labette	8,660	6,470	74.7	3,690	2,780
Lane	830	500	60.2	----	500
Leavenworth	9,030	7,060	78.2	4,710	2,350
Lincoln	2,450	1,460	59.6	----	1,460
Linn	3,870	2,290	59.2	----	2,290
Logan	1,050	650	61.9	----	650
Lyon	7,920	5,990	75.6	3,740	2,250
McPherson	6,170	4,280	69.4	1,630	2,650
Marion	5,300	3,380	63.8	----	3,380
Marshall	6,220	4,100	65.9	1,050	3,050
Meade	1,670	1,050	62.9	----	1,050
Miami	5,600	3,940	70.4	2,230	1,710
Mitchell	3,450	2,320	67.2	980	1,340
Montgomery	14,330	11,820	82.5	9,470	2,350
Morris	3,130	2,040	65.2	750	1,290
Morton	1,000	650	65.0	----	650
Nemaha	4,720	2,890	61.2	----	2,890
Neosho	6,330	4,640	73.3	2,720	1,920
Ness	1,960	1,190	60.7	----	1,190
Norton	3,100	2,000	64.5	710	1,290
Osage	4,980	3,040	61.0	----	3,040
Osborne	3,110	1,910	61.4	----	1,910
Ottawa	2,880	1,770	61.5	----	1,770
Pawnee	2,520	1,770	70.2	950	820
Phillips	3,320	1,980	59.6	----	1,980
Pottawatomie	4,160	2,560	61.5	----	2,560
Pratt	3,450	2,590	75.1	1,610	980
Rawlins	1,810	1,060	58.6	----	1,060
Reno	12,620	9,910	78.5	6,770	3,140
Republic	4,160	2,490	59.9	----	2,490
Rice	3,840	2,640	68.8	770	1,870
Riley	5,460	4,200	76.9	2,720	1,480
Rooks	2,520	1,530	60.7	----	1,530
Rush	2,190	1,340	61.2	----	1,340
Russell	2,740	1,730	63.1	----	1,730
Salina	7,790	6,400	82.2	5,090	1,310
Scott	1,000	640	64.0	----	640
Sedgwick	37,250	32,850	88.2	28,890	3,960
Seward	1,940	1,550	80.1	1,210	340
Shawnee	22,950	19,960	87.1	16,820	3,140
Sheridan	1,420	800	56.3	----	800
Sherman	1,920	1,400	72.9	930	470
Smith	3,760	2,200	58.5	----	2,200
Stafford	2,720	1,690	62.1	----	1,690
Stanton	520	310	59.6	----	310
Stevens	1,130	680	60.2	----	680
Sumner	7,860	5,470	69.6	1,950	3,520
Thomas	1,880	1,200	63.8	----	1,200
Trego	1,510	870	57.6	----	870
Wabaunsee	2,880	1,700	59.0	----	1,700
Wallace	720	430	59.7	----	430
Washington	4,690	2,760	58.8	----	2,760
Wichita	580	340	58.6	----	340
Wilson	5,100	3,650	71.6	1,840	1,810
Woodson	2,320	1,430	61.6	----	1,430
Wyandotte	37,620	33,740	89.7	30,200	3,540

KENTUCKY

	Total Families	Radio Families	% Ownership	Urban Radio Fam.	Rural Radio Fam.
Total State	**708,000**	**494,900**	**69.9**	**208,600**	**286,300**
Adair	4,300	2,540	59.1	----	2,540
Allen	4,370	2,590	59.3	----	2,590
Anderson	2,520	1,550	61.5	----	1,550
Ballard	2,810	1,740	61.9	----	1,740
Barren	7,210	4,520	62.7	1,210	3,310
Bath	3,020	1,820	60.3	----	1,820
Bell	9,000	6,280	69.8	2,650	3,630
Boone	3,030	1,880	62.0	----	1,880
Bourbon	5,510	3,790	68.8	1,690	2,100
Boyd	11,470	9,690	84.5	8,370	1,320
Boyle	4,720	3,380	71.6	1,740	1,640
Bracken	2,920	1,790	61.3	----	1,790
Breathitt	4,520	2,660	58.8	----	2,660
Breckenridge	4,920	2,980	60.6	----	2,980
Bullitt	2,480	1,540	62.1	----	1,540
Butler	3,350	1,960	58.5	----	1,960
Caldwell	4,040	2,670	66.1	1,150	1,520
Calloway	5,030	3,100	61.6	680	2,420
Campbell	22,530	19,760	87.7	17,450	2,310
Carlisle	2,160	1,330	61.6	----	1,330
Carroll	2,480	1,570	63.3	----	1,570
Carter	5,400	3,380	62.6	----	3,380
Casey	4,080	2,340	57.4	----	2,340
Christian	9,480	6,330	66.8	2,700	3,630
Clark	5,330	3,780	70.9	2,270	1,510
Clay	3,990	2,310	57.9	----	2,310
Clinton	2,210	1,290	58.4	----	1,290
Crittenden	3,390	2,080	61.4	----	2,080
Cumberland	2,530	1,470	58.1	----	1,470
Daviess	12,500	9,020	72.2	5,770	3,250
Edmonson	2,850	1,680	58.9	----	1,680
Elliott	1,660	940	56.6	----	940
Estill	4,090	2,690	65.8	780	1,910

Kentucky (Cont'd)

	Total Families	Radio Families	% Ownership	Urban Radio Fam.	Rural Radio Fam.
Fayette	19,940	16,360	82.0	12,500	3,860
Fleming	3,890	2,360	60.7	----	2,360
Floyd	9,500	6,180	65.1	----	6,180
Franklin	5,300	3,820	72.1	2,240	1,580
Fulton	4,240	2,850	67.2	880	1,970
Gallatin	1,390	850	61.2	----	850
Garrard	3,210	1,920	59.8	----	1,920
Grant	3,130	1,900	60.7	----	1,900
Graves	8,870	5,700	64.3	1,950	3,750
Grayson	4,650	2,760	59.4	----	2,760
Green	3,200	1,860	58.1	----	1,860
Greenup	5,710	3,640	63.7	----	3,640
Hancock	1,830	1,100	60.1	----	1,100
Hardin	5,850	3,690	63.1	650	3,040
Harlan	14,710	10,220	69.5	1,240	8,980
Harrison	4,550	3,050	67.0	1,260	1,790
Hart	4,440	2,630	59.2	----	2,630
Henderson	7,630	5,240	68.7	2,850	2,390
Henry	3,920	2,410	61.5	----	2,410
Hickman	2,460	1,490	60.6	----	1,490
Hopkins	10,990	7,470	68.1	2,500	4,970
Jackson	2,430	1,400	57.6	----	1,400
Jefferson	105,050	91,040	86.7	83,300	7,740
Jassamine	3,570	2,380	66.7	820	1,560
Johnson	5,260	3,300	62.7	----	3,300
Kenton	28,240	24,660	87.3	21,180	3,480
Knott	3,070	1,830	59.6	----	1,830
Knox	6,180	3,890	62.9	350	3,540
Larue	2,540	1,520	59.8	----	1,520
Laurel	4,990	3,010	60.3	----	3,010
Lawrence	3,880	2,300	59.3	----	2,300
Lee	2,250	1,380	61.3	----	1,380
Leslie	2,230	1,270	57.1	----	1,270
Letcher	7,940	5,290	66.6	1,410	3,880
Lewis	3,750	2,250	60.0	----	2,250
Lincoln	4,790	2,910	60.8	----	2,910
Livingston	2,420	1,460	60.3	----	1,460
Logan	6,360	3,970	62.4	830	3,140
Lyon	2,040	1,240	60.8	----	1,240
McCracken	13,650	10,470	76.7	8,360	2,110
McCreary	3,260	2,110	64.7	----	2,110
McLean	3,150	1,950	61.9	----	1,950
Madison	7,640	4,970	65.1	1,620	3,350
Magoffin	3,600	2,100	58.3	----	2,100
Marion	3,930	2,510	63.9	740	1,770
Marshall	3,640	2,160	59.3	----	2,160
Martin	1,770	1,080	61.0	----	1,080
Mason	5,620	3,960	70.5	1,830	2,130
Meade	2,180	1,300	59.6	----	1,300
Menifee	1,140	650	57.0	----	650
Mercer	4,210	2,760	65.6	1,040	1,720
Metcalfe	2,620	1,500	57.3	----	1,500
Monroe	3,350	1,950	58.2	----	1,950
Montgomery	3,440	2,350	68.3	1,200	1,150
Morgan	3,540	2,050	57.9	----	2,050
Muhlenberg	9,970	6,590	66.1	940	5,650
Nelson	4,200	2,600	61.9	----	2,600
Nicholas	2,680	1,630	60.8	----	1,630
Ohio	6,860	4,270	62.2	----	4,270
Oldham	2,200	1,400	63.6	----	1,400
Owen	3,220	1,910	59.3	----	1,910
Owsley	1,690	960	56.8	----	960
Pendleton	3,300	2,000	60.6	----	2,000
Perry	9,400	6,280	66.8	1,250	5,030
Pike	13,910	8,980	64.6	630	8,350
Powell	1,420	850	59.9	----	850
Pulaski	8,890	5,550	62.4	1,210	4,340
Robertson	1,040	610	58.7	----	610
Rockcastle	3,600	2,170	60.3	----	2,170
Rowan	2,560	1,580	61.7	----	1,580
Russell	2,890	1,670	57.8	----	1,670
Scott	4,390	2,950	67.2	1,200	1,750
Shelby	5,220	3,400	65.1	1,120	2,280
Simpson	3,310	2,120	64.0	820	1,300
Spencer	1,800	1,070	59.4	----	1,070
Taylor	3,400	2,050	60.3	----	2,050
Todd	3,980	2,430	61.1	----	2,430
Trigg	3,310	1,960	59.2	----	1,960
Trimble	1,540	900	58.4	----	900
Union	4,700	3,100	66.1	610	2,490
Warren	9,820	6,710	68.3	3,180	3,530
Washington	3,240	1,920	59.3	----	1,920
Wayne	3,810	2,250	59.1		2,250
Webster	6,220	4,100	65.9	1,150	2,950
Whitley	7,260	4,810	66.3	1,280	3,530
Wolfe	1,850	1,080	58.4	----	1,080
Woodford	3,280	2,080	63.4		2,080

LOUISIANA

	Total Families	Radio Families	% Ownership	Urban Radio Fam.	Rural Radio Fam.
Total State	**510,000**	**297,400**	**58.3**	**168,100**	**129,300**
Acadia	8,950	4,430	49.5	1,800	2,630
Allen	3,670	1,790	48.8	408	1,310
Ascension	4,460	2,120	47.5	550	1,570
Assumption	3,780	1,730	45.8	----	1,730
Avoyelles	8,020	3,430	42.8	----	3,430
Beauregard	3,510	1,790	51.1	1,030	760
Bienville	5,500	2,370	43.1		2,370
Bossier	7,260	3,310	45.6	630	2,680
Caddo	33,060	22,060	66.7	16,800	5,260
Calcasieu	10,280	5,980	58.2	3,500	2,480
Caldwell	2,350	1,050	44.7	----	1,050
Cameron	1,340	580	43.3	----	580
Catahoula	2,940	1,270	43.2		1,270
Claiborne	7,470	3,470	46.5	1,010	2,460
Concordia	3,640	1,700	46.7	420	1,280
DeSoto	7,560	3,430	45.4	690	2,740
E. Baton Rouge	17,110	10,550	61.7	6,200	4,350
E. Carroll	4,570	2,070	45.3	590	1,480
E. Feliciana	3,450	1,510	43.8	170	1,340
Evangeline	6,010	2,530	42.1		2,530
Franklin	7,300	3,040	41.6	----	3,040

Louisiana (Cont'd)

	Total Families	Radio Families	% Ownership	Urban Radio Fam.	Rural Radio Fam.
Grant	3,690	1,670	45.3	----	1,670
Iberia	6,570	3,310	50.4	1,240	2,070
Iberville	6,220	3,080	49.5	790	2,290
Jackson	3,130	1,400	44.7	----	1,400
Jefferson	9,560	5,500	57.5	2,320	3,180
Jefferson Davis	4,700	2,280	48.5	680	1,600
Lafayette	8,700	4,680	53.8	2,510	2,170
Lafourche	6,870	3,230	47.1	620	2,610
La Salle	2,820	1,340	47.5	----	1,340
Lincoln	5,190	2,520	48.6	820	1,700
Livingston	4,020	1,730	43.0	----	1,730
Madison	3,940	1,870	47.5	620	1,250
Morehouse	6,030	2,930	48.6	1,350	1,580
Natchitoches	9,170	4,120	44.9	760	3,360
Orleans	117,720	98,660	83.8	98,660	----
Ouachita	13,960	8,970	64.3	6,670	2,300
Plaquemines	2,120	1,010	47.6	----	1,010
Point Coupee	5,180	2,270	43.8	----	2,270
Rapides	15,350	8,650	56.4	4,880	3,770
Red River	3,990	1,670	41.9	----	1,670
Richland	6,490	2,760	42.5	----	2,760
Sabine	5,270	2,330	44.2	----	2,330
St. Bernard	1,420	700	49.3	----	700
St. Charles	2,790	1,390	49.8	----	1,390
St. Helena	1,790	740	41.3	----	740
St. James	3,640	1,740	47.8	----	1,740
St. John the Baptiste	3,260	1,560	47.9	----	1,560
St. Landry	12,950	6,050	46.7	1,610	4,440
St. Martin	4,670	2,080	44.5	----	2,080
St. Mary	7,040	3,570	50.7	1,390	2,180
St. Tammany	5,240	2,760	52.7	1,050	1,710
Tangipahoa	10,700	5,270	49.3	1,960	3,310
Tensas	4,280	1,810	42.3	----	1,810
Terrebonne	6,640	3,310	49.8	960	2,350
Union	4,730	2,020	42.7	----	2,020
Vermilion	7,450	3,400	45.6	700	2,700
Vernon	4,600	2,180	47.4	480	1,700
Washington	7,180	3,940	55.6	2,480	1,460
Webster	7,110	3,470	48.8	1,070	2,400
W. Baton Rouge	2,650	1,200	45.3	----	1,200
West Carroll	3,200	1,350	42.2	----	1,350
West Feliciana	2,310	990	42.9	----	990
Winn	3,430	1,680	49.1	610	1,070

MAINE

	Total Families	Radio Families	% Ownership	Urban Radio Fam.	Rural Radio Fam.
Total State	**221,000**	**201,100**	**91.0**	**79,700**	**121,400**
Androscoggin	19,490	17,720	90.9	13,140	4,580
Aroostook	19,230	17,320	90.0	1,560	15,760
Cumberland	37,720	34,650	91.9	25,720	8,930
Franklin	5,780	5,290	91.5	----	5,290
Hancock	9,620	8,830	91.8	960	7,870
Kennebec	19,080	17,290	90.6	9,790	7,500
Knox	9,020	8,160	90.5	2,510	5,650
Lincoln	5,100	4,630	90.8	----	4,630
Oxford	11,460	10,430	91.0	1,860	8,570
Penobscott	24,870	22,670	91.2	10,380	12,290
Piscataquis	5,330	4,920	92.3	----	4,920
Sagadahoc	5,190	4,620	89.0	2,380	2,240
Somerset	11,100	10,060	90.6	1,590	8,470
Waldo	6,300	5,600	88.9	1,390	4,210
Washington	10,710	9,650	90.1	2,220	7,430
York	21,000	19,260	91.7	6,000	13,260

MARYLAND

	Total Families	Radio Families	% Ownership	Urban Radio Fam.	Rural Radio Fam.
Total State	**410,000**	**355,100**	**86.6**	**225,100**	**130,000**
Allegany	19,260	16,220	84.2	9,980	6,240
Anne Arundel	12,340	10,300	83.5	2,440	7,860
Baltimore	28,980	24,050	83.0	----	24,050
Baltimore City	206,240	187,770	91.0	187,770	----
Calvert	2,210	1,770	80.1	----	1,770
Caroline	4,770	3,860	80.9	----	3,860
Carroll	9,000	7,290	81.0	1,040	6,250
Cecil	6,320	5,150	81.5	690	4,460
Charles	3,550	2,830	79.7	----	2,830
Dorchester	6,980	5,470	78.4	1,750	3,720
Frederick	13,690	11,170	81.6	4,030	7,140
Garrett	4,470	3,610	80.8	----	3,610
Harford	7,790	6,330	81.3	930	5,400
Howard	3,850	3,120	81.0	----	3,120
Kent	3,910	3,120	79.8	620	2,500
Montgomery	12,570	10,490	83.5	1,330	9,160
Prince Georges	14,500	12,120	83.6	2,720	9,400
Queen Annes	3,810	3,090	81.1	----	3,090
St. Mary's	3,210	2,590	80.7	----	2,590
Somerset	6,180	4,940	79.9	790	4,150
Talbot	5,210	4,180	80.2	930	3,250
Washington	16,890	14,160	83.8	7,030	7,130
Wicomico	8,470	6,830	80.6	2,470	4,360
Worcester	5,800	4,640	80.0	580	4,060

MASSACHUSETTS

	Total Families	Radio Families	% Ownership	Urban Radio Fam.	Rural Radio Fam.
Total State	**1,104,000**	**1,019,200**	**92.3**	**912,100**	**107,100**
Barnstable	10,130	9,550	94.3	3,040	6,510
Berkshire	32,350	29,990	92.7	23,960	6,030
Bristol	95,210	87,060	91.4	78,120	8,940
Dukes	1,580	1,510	95.6	----	1,510
Essex	133,970	123,560	92.2	115,750	7,810
Franklin	13,760	12,840	93.3	7,420	5,420
Hampden	87,890	81,090	92.3	74,780	6,310
Hampshire	18,050	16,730	92.7	12,780	3,950
Middlesex	242,510	223,760	92.3	206,810	16,950
Nantucket	1,150	1,060	92.2	1,060	
Norfolk	78,430	73,210	93.3	64,050	9,160
Plymouth	46,100	42,530	92.2	31,060	11,470
Suffolk	217,640	200,230	92.0	200,230	
Worcester	125,230	116,080	92.7	93,040	23,040

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Radio Homes in the United States by States and Counties

(Continued from page 44)

MICHIGAN

	Total Families	Radio Families	% Ownership	Urban Radio Fam.	Rural Radio Fam.
Total State	**1,220,000**	**1,122,200**	**92.0**	**771,100**	**351,100**
Alcona	1,200	1,050	87.5	----	1,050
Alger	1,900	1,680	88.4	730	950
Allegan	10,740	9,510	88.5	1,950	7,560
Alpena	4,360	3,910	89.7	2,700	1,210
Antrim	2,630	2,350	89.4	----	2,350
Arenac	1,930	1,690	87.6	----	1,690
Baraga	2,010	1,810	90.0	----	1,810
Barry	6,240	5,520	88.5	1,490	4,030
Bay	16,740	15,200	90.8	10,870	4,330
Benzie	1,840	1,660	90.2	----	1,660
Berrien	22,230	20,200	90.9	10,080	10,120
Branch	7,170	6,370	88.8	1,940	4,430
Calhoun	23,920	21,980	91.9	14,830	7,150
Cass	6,070	5,400	89.0	1,450	3,950
Charlevoix	3,110	2,760	88.7	620	2,140
Cheboygan	2,920	2,560	87.7	1,120	1,440
Chippewa	5,750	5,140	89.4	2,870	2,270
Clare	1,890	1,680	88.9	----	1,680
Clinton	6,590	5,790	87.9	1,100	4,690
Crawford	800	730	91.5	----	730
Delta	7,460	6,740	90.3	4,340	2,400
Dickinson	6,990	6,210	88.8	4,450	1,760
Eaton	9,340	8,320	89.1	3,300	5,020
Emmet	3,890	3,490	89.7	1,370	2,120
Genesee	53,030	49,020	92.4	37,090	11,930
Gladwin	1,790	1,570	87.7	----	1,570
Gogebic	6,760	6,040	89.3	4,410	1,630
Grand Traverse	4,920	4,370	88.8	2,640	1,730
Gratiot	8,070	7,150	88.6	1,540	5,610
Hillsdale	8,180	7,240	88.5	1,630	5,610
Houghton	11,990	10,740	89.6	3,080	7,660
Huron	7,500	6,620	88.3	----	6,620
Ingham	31,300	28,860	92.2	21,210	7,650
Ionia	9,360	8,350	89.2	2,840	5,510
Iosco	1,960	1,760	89.8	----	1,760
Iron	4,540	4,100	90.3	1,520	2,580
Isabella	5,250	4,620	88.0	1,180	3,440
Jackson	24,330	22,360	91.9	13,730	8,630
Kalamazoo	24,180	22,250	92.0	13,300	8,950
Kalkaska	1,040	920	88.5	----	920
Kent	63,320	59,010	93.2	43,230	15,780
Keweenaw	1,100	1,020	92.7	----	1,020
Lake	1,150	1,020	88.7	----	1,020
Lapeer	6,700	5,920	88.4	1,030	4,890
Leelanau	1,970	1,740	88.3	----	1,740
Lenawee	14,160	12,720	89.8	3,540	9,180
Livingston	5,290	4,710	89.0	990	3,720
Luce	1,140	1,040	91.2	----	1,040
Mackinac	2,060	1,880	91.3	----	1,880
Macomb	19,270	17,660	91.6	8,270	9,390
Manistee	4,740	4,140	87.3	2,010	2,130
Marquette	10,290	9,280	90.2	6,540	2,740
Mason	4,940	4,380	88.7	2,140	2,240
Mecosta	4,330	3,800	87.8	1,230	2,570
Menominee	5,570	4,970	89.2	2,380	2,590
Midland	4,650	4,140	89.0	1,780	2,360
Missaukee	1,700	1,490	87.6	----	1,490
Monroe	13,220	11,970	90.5	4,090	7,880
Montcalm	7,950	7,000	88.1	1,250	5,750
Montmorency	690	610	88.4	----	610
Muskegon	21,500	19,860	92.4	13,410	6,450
Newaygo	4,580	4,060	88.6	----	4,060
Oakland	53,250	49,310	92.6	30,720	18,590
Oceana	3,780	3,340	88.4	----	3,340
Ogemaw	1,680	1,480	88.1	----	1,480
Ontonagon	2,460	2,200	89.4	----	2,200
Osceola	3,370	2,980	88.4	----	2,980
Oscoda	410	360	87.8	----	360
Otsego	1,290	1,160	89.9	----	1,160
Ottawa	14,070	12,770	90.8	6,250	6,520
Presque Isle	2,420	2,140	88.4	630	1,510
Roscommon	600	540	90.0	----	540
Saginaw	30,090	27,570	91.6	18,960	8,610
St. Clair	17,870	16,290	91.2	9,530	6,760
St. Joseph	9,110	8,230	90.3	3,750	4,480
Sanilac	7,250	6,360	87.7	----	6,360
Schoolcraft	2,000	1,760	88.0	1,080	680
Shiawassee	10,680	9,600	89.9	4,330	5,270
Tuscola	8,340	7,330	87.9	640	6,690
Van Buren	9,720	8,640	88.9	1,260	7,380
Washtenaw	18,600	17,130	92.1	10,280	6,850
Wayne	456,350	428,960	94.0	420,120	8,840
Wexford	4,420	3,910	88.5	2,280	1,630

MINNESOTA

	Total Families	Radio Families	% Ownership	Urban Radio Fam.	Rural Radio Fam.
Total State	**652,000**	**556,900**	**85.4**	**309,300**	**247,600**
Aitkin	3,890	2,960	76.1	----	2,960
Anoka	4,450	3,790	85.2	2,320	1,470
Becker	5,400	4,260	78.9	920	3,340
Beltrami	5,160	4,180	81.0	1,590	2,590
Benton	3,420	2,770	81.0	1,140	1,630
Big Stone	2,380	1,890	79.4	----	1,890
Blue Earth	8,990	7,540	83.9	3,590	3,950
Brown	5,970	5,030	84.3	2,600	2,430
Carlton	5,260	4,310	81.9	1,580	2,730
Carver	4,300	3,400	79.1	----	3,400
Cass	3,930	3,070	78.1	----	3,070
Chippewa	3,830	3,120	81.5	1,100	2,020
Chisago	3,620	2,810	77.6	----	2,810
Clay	5,580	4,640	83.2	1,840	2,800
Clearwater	2,360	1,790	75.8	----	1,790
Cook	620	520	83.9	----	520
Cottonwood	3,600	2,810	78.1	----	2,810
Crow Wing	6,570	5,600	85.2	3,260	2,340
Dakota	8,380	7,250	86.5	4,480	2,770
Dodge	3,230	2,500	77.4	----	2,500
Douglas	4,870	3,850	79.1	1,010	2,840
Faribault	5,550	4,460	80.4	780	3,680

Minnesota (Cont'd)

	Total Families	Radio Families	% Ownership	Urban Radio Fam.	Rural Radio Fam.
Fillmore	6,800	5,350	78.7	----	5,350
Freeborn	7,320	6,010	82.1	2,630	3,380
Goodhue	8,260	6,820	82.6	2,460	4,360
Grant	2,330	1,800	77.3	----	1,800
Hennepin	139,770	128,770	92.1	121,650	7,120
Houston	3,620	2,830	78.2	----	2,830
Hubbard	2,520	1,960	77.8	----	1,960
Isanti	3,110	2,360	75.9	----	2,360
Itasca	6,510	5,340	82.0	1,190	4,150
Jackson	3,830	2,950	77.0	----	2,950
Kanaboc	2,200	1,650	75.0	----	1,650
Kandiyohi	5,570	4,530	81.3	1,600	2,930
Kittson	2,300	1,770	77.0	----	1,770
Koochiching	3,600	2,990	83.5	1,100	1,890
Lac qui Parle	3,610	2,790	77.3	----	2,790
Lake	1,960	1,720	87.8	1,090	630
Lake of the Woods	1,160	900	77.6	----	900
Le Sueur	5,020	4,010	79.9	----	4,010
Lincoln	2,660	2,050	77.1	----	2,050
Lyon	4,740	3,880	81.9	1,470	2,410
McLeod	5,340	4,290	80.3	970	3,320
Mahnomen	1,350	1,060	78.5	----	1,060
Marshall	4,020	3,070	76.4	----	3,070
Martin	5,680	4,610	81.2	1,460	3,150
Meeker	4,520	3,550	78.5	820	2,730
Mille Lacs	3,710	2,890	77.9	----	2,890
Morrison	5,920	4,650	78.5	1,200	3,450
Mower	7,290	6,150	84.4	3,070	3,080
Murray	3,210	2,450	76.3	----	2,450
Nicollet	3,730	3,090	82.8	1,560	1,530
Nobles	4,480	3,610	80.8	980	2,630
Norman	3,370	2,600	77.2	----	2,600
Olmstead	8,590	7,360	85.7	4,540	2,820
Otter Tail	11,980	9,380	78.3	1,920	7,460
Pennington	2,560	2,100	82.0	1,020	1,080
Pine	5,170	3,940	76.2	----	3,940
Pipestone	3,060	2,520	82.4	920	1,600
Polk	8,560	6,850	80.0	2,100	4,750
Pope	3,210	2,490	77.6	----	2,490
Ramsey	76,590	71,650	93.6	69,740	1,910
Red Lake	1,520	1,170	77.0	----	1,170
Redwood	5,030	3,970	78.9	640	3,330
Renville	5,730	4,470	78.0	----	4,470
Rice	7,180	6,120	85.2	3,690	2,430
Rock	2,710	2,190	80.8	760	1,430
Roseau	3,030	2,300	75.9	----	2,300
St. Louis	50,270	45,600	90.7	36,090	9,510
Scott	3,540	2,820	79.7	----	2,820
Sherburne	2,200	1,710	77.7	160	1,550
Sibley	3,960	3,070	77.5	----	3,070
Stearns	13,430	11,230	83.6	4,550	6,680
Steele	4,750	3,940	82.9	1,960	1,980
Stevens	2,380	1,860	78.1	----	1,860
Swift	3,490	2,740	78.5	----	2,740
Todd	6,430	4,980	77.4	650	4,330
Traverse	1,960	1,530	78.1	----	1,530
Wabasha	4,650	3,810	81.9	900	2,910
Wadena	2,730	2,160	79.1	620	1,540
Waseca	3,730	3,030	81.2	1,050	1,980
Washington	6,470	5,440	84.1	2,240	3,200
Watonwa	3,290	2,660	80.9	740	1,920
Wilkin	2,290	1,800	78.6	----	1,800
Winona	9,590	8,390	87.5	5,550	2,840
Wright	7,050	5,470	77.6	----	5,470
Yellow Medicine	4,000	3,100	77.5	----	3,100

MISSISSIPPI

	Total Families	Radio Families	% Ownership	Urban Radio Fam.	Rural Radio Fam.
Total State	**494,000**	**207,000**	**41.9**	**64,600**	**142,400**
Adams	6,530	3,580	54.8	2,610	970
Alcorn	5,760	2,660	46.2	1,260	1,400
Amite	4,480	1,540	34.4	----	1,540
Attala	6,040	2,380	39.4	550	1,830
Benton	2,280	750	32.9	----	750
Bolivar	19,970	7,250	36.3	580	6,670
Calhoun	4,150	1,490	35.9	----	1,490
Carroll	4,570	1,530	33.5	----	1,530
Chickasaw	4,870	1,810	37.2	----	1,810
Choctaw	2,750	970	35.3	----	970
Claiborne	3,190	1,180	37.0	----	1,180
Clarke	4,480	1,770	39.5	----	1,770
Clay	4,470	1,940	43.4	910	1,030
Coahoma	13,370	5,600	41.9	2,090	3,510
Copiah	7,530	2,810	37.3	----	2,810
Covington	3,290	1,160	35.3	----	1,160
De Soto	6,350	2,120	33.4	----	2,120
Forrest	7,540	4,650	61.7	3,450	1,200
Franklin	2,910	1,130	38.8	----	1,130
George	1,630	620	38.1	----	620
Greene	2,330	980	42.1	----	980
Grenada	4,080	1,840	45.1	860	980
Hancock	2,710	1,390	51.3	580	810
Harrison	10,930	7,040	64.4	5,460	1,580
Hinds	20,380	12,510	61.4	9,230	3,280
Holmes	9,700	3,710	38.2	520	3,190
Humphreys	6,790	2,520	37.1	550	1,970
Issaquena	1,640	550	33.5	----	550
Itawamba	4,080	1,380	33.8	----	1,380
Jackson	3,990	2,050	51.4	660	1,390
Jasper	3,980	1,390	34.9	----	1,390
Jefferson	3,620	1,280	35.4	----	1,280
Jefferson Davis	3,150	1,040	33.0	----	1,040
Jones	9,750	5,040	51.7	3,160	1,980
Kemper	4,840	1,700	35.1	----	1,700
Lafayette	4,770	1,910	40.0	580	1,230
Lamar	2,930	1,230	42.0	----	1,230
Lauderdale	13,150	7,840	59.6	6,090	1,750
Lawrence	2,770	980	35.4	----	980
Leake	4,880	1,700	34.8	----	1,700

Mississippi (Cont'd)

	Total Families	Radio Families	% Ownership	Urban Radio Fam.	Rural Radio Fam.
Lee	8,510	3,720	43.7	1,380	2,340
Leflore	14,260	6,090	42.7	2,370	3,720
Lincoln	6,040	2,610	43.2	970	1,640
Lowndes	7,810	3,800	48.7	2,140	1,660
Madison	8,730	3,380	38.7	990	2,390
Marion	4,410	1,920	43.5	810	1,110
Marshall	5,930	2,080	35.1	----	3,680
Monroe	8,750	3,680	42.1	1,430	2,250
Montgomery	3,560	1,510	42.4	520	990
Neshoba	6,000	2,260	37.7	420	1,840
Newton	5,150	1,880	36.5	----	1,880
Noxubee	6,300	2,220	34.9	----	2,220
Oktibbeha	4,430	1,830	41.3	570	1,260
Panola	7,210	2,550	35.4	----	2,550
Pearl River	4,390	2,100	47.8	730	1,370
Perry	1,830	730	39.9	----	730
Pike	7,600	3,770	49.6	1,780	1,990
Pontatoc	5,150	1,780	34.6	----	1,780
Prentiss	4,400	1,540	35.0	----	1,540
Quitman	6,510	2,200	33.8	----	2,200
Rankin	4,750	1,740	36.6	----	1,740
Scott	4,710	1,770	37.6	----	1,770
Sharkey	3,950	1,360	34.4	----	1,360
Simpson	4,760	1,760	37.0	----	1,760
Smith	3,960	1,400	35.4	----	1,400
Stone	1,290	530	41.1	----	530
Sunflower	16,900	6,040	35.7	690	5,350
Tallahtchie	9,130	3,150	34.5	----	3,150
Tate	4,360	1,490	34.2	----	1,490
Tippah	4,250	1,470	34.6	----	1,470
Tishomingo	3,710	1,370	36.9	----	1,370
Tunica	6,130	2,030	33.1	----	2,030
Union	5,020	2,000	39.8	610	1,390
Walthall	2,990	990	33.1	----	990
Warren	10,640	6,340	59.6	4,930	1,410
Washington	15,920	7,070	44.4	3,010	4,060
Wayne	3,280	1,220	37.2	----	1,220
Webster	2,800	990	35.4	----	990
Wilkinson	3,340	1,250	37.4	----	1,250
Winston	4,760	1,880	39.5	530	1,350
Yolobusha	4,230	1,870	44.2	770	1,110
Yazoo	9,520	2,610	27.4	810	1,800

MISSOURI

	Total Families	Radio Families	% Ownership	Urban Radio Fam.	Rural Radio Fam.
Total State	**1,072,000**	**822,800**	**76.8**	**525,600**	**297,200**
Adair	6,050	4,290	70.9	2,540	1,750
Andrew	4,230	2,420	57.2	----	2,420
Atchison	3,860	2,280	59.1	----	2,280
Audrian	6,930	4,910	70.9	2,420	2,490
Barry	6,430	3,910	60.8	1,170	2,740
Barton	4,490	2,700	60.1	----	2,700
Bates	6,930	4,270	61.6	870	3,400
Benton	3,490	1,970	56.4	----	1,970
Bollinger	3,200	1,690	52.8	----	1,690
Boone	9,780	7,340	75.1	4,460	2,880
Buchanan	29,060	25,550	87.9	22,510	3,040
Butler	6,340	4,330	68.3	2,070	2,260
Caldwell	4,080	2,480	60.8	----	2,480
Callaway	5,580	3,370	60.4	1,130	2,240
Camden	2,410	1,360	56.4	----	1,360
Cape Girardeau	9,110	6,750	74.1	4,190	2,560
Carroll	6,240	3,930	63.0	1,260	2,670
Carter	1,360	820	60.3	----	820
Cass	6,780	4,110	60.6	----	4,110
Cedar	3,560	1,990	55.9	----	1,990
Chariton	5,810	3,360	57.8	----	3,360
Christian	3,810	2,050	53.8	----	2,050
Clark	3,400	2,000	58.8	----	2,000
Clay	8,410	6,330	75.3	3,240	3,090
Clinton	4,370	2,970	68.0	1,080	1,890
Cole	7,410	6,060	81.8	4,730	1,330
Cooper	5,690	3,850	67.6	1,700	2,150
Crawford	3,110	1,750	56.3	----	1,750
Dade	3,660	2,030	55.5	----	2,030
Dallas	2,950	1,540	52.2	----	1,540
Daviess	4,590	2,650	57.7	----	2,650
De Kalb	3,340	1,900	56.9	50	1,850
Dent	3,000	1,680	56.0	----	1,680
Douglas	3,630	1,860	51.2	----	1,860
Dunklin	9,020	5,470	60.6	1,050	4,420
Franklin	8,790	5,820	66.2	1,550	4,270
Gasconade	3,600	2,210	61.4	----	2,210
Gentry	4,550	2,740	60.2	----	2,740
Greene	25,240	20,610	81.7	16,590	4,020
Grundy	5,130	3,630	70.8	2,060	1,570
Harrison	5,440	3,110	57.2	----	3,110
Henry	7,320	4,840	66.1	1,720	3,120
Hickory	1,980	1,060	53.5	----	1,060
Holt	3,930	2,350	59.8	----	2,350
Howard	4,250	2,750	64.7	830	1,920
Howell	5,600	3,400	60.7	960	2,440
Iron	2,500	1,570	62.8	----	1,570
Jackson	144,730	131,600	90.9	120,820	10,780
Jasper	23,090	18,860	81.7	14,340	4,520
Jefferson	7,730	5,630	72.8	3,110	2,520
Johnson	7,120	4,550	63.9	1,610	2,940
Knox	3,120	1,800	57.7	----	1,800
Laclede	4,600	2,800	60.8	1,040	1,760
Lafayette	8,620	5,890	68.3	2,280	3,610
Lawrence	7,070	4,480	63.4	1,110	3,370
Lewis	4,040	2,500	61.9	----	2,500
Lincoln	4,450	2,610	58.7	----	2,610
Linn	7,320	5,250	71.7	2,890	2,360
Livingston	5,480	3,840	70.1	2,120	1,720
McDonald	4,050	2,210	54.6	----	2,210
Macon	7,520	4,700	62.5	1,270	2,430
Madison	2,500	1,660	66.4	780	880
Maries	2,210	1,150	52.0	----	1,150
Marion	10,140	8,280	81.7	6,390	1,890
Mercer	2,890	1,600	55.4	----	1,600

EIGHTH YEAR

CHAMPION

It's KMOX again!

DIALERS: More people listen more hours to KMOX than to any other St. Louis station! And each year KMOX leads by a wider margin! That's what was proved by *every* major study of St. Louis listening for more than *eight years*.

DOLLARS: KMOX carried more local and national spot business for the twelve months of 1939 than the other *two* St. Louis network stations *combined!*

DISTANCE: The 50,000 watt voice of KMOX is *ten* times as powerful as any other St. Louis station! Within its primary listening area *alone* KMOX serves more than one million eight hundred thousand radio listeners who spend close to six hundred million a year! It's the largest market reached—and sold—by any St. Louis station!

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Owned and operated by Columbia Broadcasting System. Represented by Radio Sales: New York, Chicago, Detroit, St. Louis, Charlotte, N. C., Los Angeles, San Francisco

Radio Homes in the United States by States and Counties

(Continued from page 46)

Missouri (Cont'd)

	Total Families	Radio Families	% Ownership	Urban Radio Fam.	Rural Radio Fam.
Miller	4,520	2,900	64.1	910	1,990
Mississippi	4,120	2,570	62.4	920	1,650
Moniteau	3,700	2,220	60.0	----	2,220
Monroe	4,510	2,620	58.1	----	2,620
Montgomery	4,120	2,500	60.7	----	2,500
Morgan	3,140	1,790	57.0	----	1,790
New Madrid	7,590	4,400	58.0	----	4,400
Newton	7,800	4,950	63.5	1,520	3,430
Nodaway	8,030	5,170	64.4	1,600	3,570
Oregon	3,220	1,800	55.9	----	1,800
Osage	3,170	1,770	55.8	----	1,770
Ozark	2,440	1,230	50.4	----	1,230
Pemiscot	9,940	5,750	57.9	1,300	4,450
Perry	3,440	2,130	61.9	720	1,410
Pettis	10,630	8,140	76.6	6,010	2,130
Phelps	4,290	2,800	65.3	1,030	1,770
Pike	6,010	3,970	66.1	1,190	2,780
Platte	4,240	2,540	59.9	----	2,540
Polk	5,390	3,010	55.8	----	3,010
Pulaski	2,990	1,770	59.2	----	1,770
Putnam	3,510	1,970	56.1	----	1,970
Ralls	3,270	1,910	58.4	----	1,910
Randolph	8,600	6,580	76.5	4,290	2,290
Ray	6,160	3,950	64.1	1,200	2,750
Reynolds	2,220	1,230	55.4	----	1,230
Ripley	2,880	1,620	56.3	----	1,620
St. Charles	6,790	4,970	73.2	2,840	2,130
St. Clair	4,100	2,300	56.1	----	2,300
St. Francois	9,080	6,720	74.0	1,820	4,900
St. Louis	59,440	49,150	82.7	25,190	23,960
St. Louis City	245,410	230,130	93.8	230,130	----
St. Genevieve	2,650	1,720	64.9	670	1,050
Saline	8,860	6,300	71.1	3,330	2,970
Schuyler	2,290	1,350	59.0	----	1,350
Scotland	2,930	1,670	57.0	----	1,670
Scott	6,360	4,500	70.8	2,040	2,460
Shannon	2,740	1,570	57.3	----	1,570
Shelby	3,970	2,380	59.9	----	2,380
Stoddard	7,050	4,140	58.7	720	3,420
Stone	3,130	1,700	54.3	----	1,700
Sullivan	4,580	2,600	56.8	----	2,600
Taney	2,500	1,450	58.0	----	1,450
Texas	5,110	2,740	53.6	----	2,740
Vernon	7,460	4,920	66.0	2,230	2,690
Warren	2,360	1,380	58.5	----	1,380
Washington	3,730	2,310	61.9	----	2,310
Wayne	3,130	1,790	57.2	----	1,790
Webster	4,560	2,500	54.8	----	2,500
Worth	2,060	1,160	56.3	----	1,160
Wright	4,660	2,590	55.6	----	2,590

MONTANA

	Total Families	Radio Families	% Ownership	Urban Radio Fam.	Rural Radio Fam.
Total State	**142,000**	**114,600**	**80.7**	**44,400**	**70,200**
Beaverhead	1,750	1,340	76.6	----	1,340
Big Horn	2,100	1,580	75.2	----	1,580
Blaine	2,290	1,720	75.1	----	1,720
Broadwater	780	600	76.9	----	600
Carbon	3,230	2,510	77.7	690	1,820
Carter	1,080	800	74.1	----	800
Cascade	10,690	9,340	87.4	7,030	2,310
Couteau	2,440	1,820	74.6	----	1,820
Custer	2,920	2,490	85.3	1,710	780
Daniels	1,390	1,040	74.8	----	1,040
Dawson	2,340	1,930	82.5	1,000	930
Deer Lodge	3,870	3,420	88.4	3,010	410
Fallon	1,100	830	75.5	----	830
Fergus	4,470	3,550	79.4	1,300	2,250
Flathead	5,290	4,300	81.3	2,190	2,110
Gallatin	4,380	3,580	81.7	1,740	1,840
Garfield	1,270	940	74.0	----	940
Glacier	1,440	1,100	76.4	----	1,100
Golden Valley	580	440	75.9	----	440
Granite	970	750	77.3	----	750
Hill	3,510	2,880	82.1	1,430	1,450
Jefferson	1,120	860	76.8	----	860
Judith Basin	1,320	990	75.0	----	990
Lake	2,560	1,940	75.8	----	1,940
Lewis & Clark	5,140	4,440	86.4	3,250	1,190
Liberty	650	490	75.4	----	490
Lincoln	1,970	1,510	76.6	----	1,510
McCone	1,230	910	74.0	----	910
Madison	1,690	1,280	75.7	----	1,280
Meagher	700	530	75.7	----	530
Mineral	530	410	77.4	----	410
Missoula	5,820	5,030	86.4	3,700	1,330
Musselshell	1,900	1,510	79.5	580	530
Park	2,980	2,520	84.6	1,580	940
Petroleum	580	440	75.9	----	440
Phillips	2,280	1,700	74.6	----	1,700
Pondera	1,810	1,370	75.7	----	1,370
Powder River	1,040	770	74.0	----	770
Powell	1,620	1,330	82.1	730	600
Prairie	880	660	75.0	----	660
Ravalli	2,870	2,170	75.6	----	2,170
Richland	2,290	1,720	75.1	----	1,720
Roosevelt	2,660	2,010	75.6	----	2,010
Rosebud	1,890	1,420	75.1	----	1,420
Sanders	1,750	1,330	76.0	----	1,330
Sheridan	2,320	1,740	75.0	----	1,740
Silver Bow	15,250	13,170	86.4	9,600	3,570
Stillwater	1,600	1,200	75.0	----	1,200
Sweet Grass	1,030	780	75.7	----	780
Teton	1,650	1,240	75.2	----	1,240
Toole	1,940	1,490	76.8	----	1,490
Treasure	410	310	75.6	----	310
Valley	2,880	2,160	75.0	----	2,160
Wheatland	1,020	780	76.5	----	780
Wibaux	690	520	75.4	----	520
Yellowstone	8,030	6,900	85.9	4,850	2,050
Yellowstone Natl. Park	10	10	100.0	----	10

NEBRASKA

	Total Families	Radio Families	% Ownership	Urban Radio Fam.	Rural Radio Fam.
Total State	**352,000**	**284,100**	**80.7**	**120,100**	**164,000**
Adams	6,370	5,480	86.0	3,830	1,650
Antelope	3,760	2,770	73.7	----	2,770
Arthur	300	210	70.0	----	210
Banner	400	280	70.0	----	280
Blaine	390	280	71.8	----	280
Boone	3,580	2,640	73.7	----	2,640
Box Butte	3,030	2,560	84.5	1,600	960
Boyd	1,740	1,280	73.6	----	1,280
Brown	1,480	1,110	75.0	----	1,110
Buffalo	6,500	5,240	80.6	2,170	3,070
Burt	3,340	2,500	74.9	----	2,500
Butler	3,740	2,780	74.3	----	2,780
Cass	4,800	3,750	78.1	960	2,790
Cedar	3,850	2,830	73.5	----	2,830
Chase	1,330	980	73.7	----	980
Cherry	2,620	1,920	73.3	----	1,920
Cheyenne	2,460	1,970	80.1	830	1,140
Clay	3,720	2,810	75.5	----	2,810
Colfax	3,000	2,350	78.3	720	1,630
Cuming	3,400	2,510	73.8	----	2,510
Custer	6,490	4,850	74.7	700	4,150
Dakota	2,290	1,850	80.8	910	940
Dawes	2,860	2,350	82.2	1,110	1,240
Dawson	4,580	3,540	77.3	730	2,810
Deuel	980	730	74.5	----	730
Dixon	2,810	2,090	74.4	----	2,090
Dodge	6,760	5,660	83.7	3,030	2,630
Douglas	60,890	55,840	91.7	52,080	3,760
Dundy	1,360	1,000	73.5	----	1,000
Fillmore	3,540	2,640	74.6	----	2,640
Franklin	2,470	1,830	74.1	----	1,830
Frontier	2,080	1,510	72.6	----	1,510
Furnas	3,280	2,470	75.3	----	2,470
Gage	7,800	6,370	81.7	3,340	3,030
Garden	1,270	930	73.2	----	930
Garfield	840	630	75.0	----	630
Gosper	1,080	760	70.4	----	760
Grant	380	290	76.3	----	290
Greeley	1,920	1,410	73.4	----	1,410
Hall	7,070	6,120	86.6	4,390	1,730
Hamilton	3,230	2,470	76.5	760	1,710
Harlan	2,320	1,720	74.1	----	1,720
Hayes	870	610	70.1	----	610
Hitchcock	1,810	1,350	74.6	----	1,350
Holt	3,970	2,910	73.3	----	2,910
Hooker	300	230	76.7	----	230
Howard	2,570	1,890	73.5	----	1,890
Jefferson	4,400	3,540	80.5	1,630	1,910
Johnson	2,490	1,850	74.3	----	1,850
Kearney	2,150	1,590	74.1	----	1,590
Keith	1,720	1,290	75.0	----	1,290
Keyapaha	770	550	71.4	----	550
Kimball	1,150	870	75.7	----	870
Knox	4,590	3,380	73.6	----	3,380
Lancaster	26,300	23,500	89.4	20,110	3,390
Lincoln	6,120	5,040	82.4	2,650	2,390
Logan	470	340	72.3	----	340
Loup	420	300	71.4	----	300
McPherson	350	250	71.4	----	250
Madison	6,490	5,350	82.4	2,640	2,710
Merrick	2,830	2,120	74.9	----	2,120
Morrill	2,260	1,680	74.3	----	1,680
Nance	2,170	1,600	73.7	----	1,600
Nemaha	3,400	2,640	77.6	840	1,800
Nuckolls	3,290	2,560	77.8	740	1,820
Otoe	5,270	4,210	79.9	1,830	2,380
Pawnee	2,520	1,860	73.8	----	1,860
Perkins	1,400	1,020	72.9	----	1,020
Phelps	2,580	2,060	79.8	900	1,160
Pierce	2,680	1,970	73.5	----	1,970
Platte	4,870	3,880	79.7	1,640	2,240
Polk	2,660	1,960	73.7	----	1,960
Redwillow	3,490	2,890	82.8	1,560	1,330
Richardson	5,140	4,080	79.4	1,470	2,610
Rock	820	590	72.0	----	590
Saline	4,690	3,630	77.4	770	2,860
Sarpy	2,500	1,900	76.0	----	1,900
Saunders	5,370	4,090	76.2	710	3,380
Scotts Bluff	6,640	5,400	81.3	2,470	2,930
Seward	4,120	3,150	76.5	730	2,420
Sheridan	2,690	2,010	74.7	----	2,010
Sherman	2,230	1,620	72.6	----	1,620
Sioux	1,130	790	69.9	----	790
Stanton	1,910	1,380	72.3	----	1,380
Thayer	3,570	2,680	75.1	----	2,680
Thomas	390	290	74.4	----	290
Thurston	2,330	1,720	73.8	----	1,720
Valley	2,450	1,820	74.3	----	1,820
Washington	3,140	2,420	77.1	780	1,640
Wayne	2,650	1,960	74.0	----	1,960
Webster	2,750	2,040	74.2	----	2,040
Wheeler	520	370	71.2	----	370
York	4,490	3,560	79.3	1,470	2,090

NEVADA

	Total Families	Radio Families	% Ownership	Urban Radio Fam.	Rural Radio Fam.
Total State	**30,000**	**28,500**	**95.0**	**11,000**	**17,500**
Churchill	1,640	1,600	97.6	----	1,600
Clark	3,140	2,880	91.7	1,890	990
Douglas	510	500	98.0	----	500
Elko	3,050	2,880	94.4	930	1,950
Esmeralda	530	520	98.1	----	520
Eureka	440	430	97.7	----	430
Humboldt	1,310	1,270	96.9	----	1,270
Lander	730	710	97.3	----	710
Lincoln	1,010	980	97.0	----	980
Lyon	1,210	1,180	97.5	----	1,180
Mineral	740	720	97.3	----	720
Nye	1,760	1,710	97.2	----	1,710
Ormsby	700	680	97.2	----	680

Nevada (Cont'd)

	Total Families	Radio Families	% Ownership	Urban Radio Fam.	Rural Radio Fam.
Pershing	830	810	97.6	----	810
Storey	290	280	96.6	----	280
Washoe	8,610	8,050	93.5	7,140	910
White Pine	3,500	3,300	94.3	1,040	2,260

NEW HAMPSHIRE

	Total Families	Radio Families	% Ownership	Urban Radio Fam.	Rural Radio Fam.
Total State	**136,000**	**124,400**	**91.5**	**69,700**	**54,700**
Belknap	6,890	6,290	91.3	3,260	3,030
Carroll	4,690	4,340	92.5	----	4,340
Cheshire	10,070	9,200	91.4	3,730	5,470
Coos	10,140	9,320	91.9	4,460	4,860
Grafton	12,950	11,890	91.8	3,230	8,650
Hillsborough	39,810	36,360	91.3	28,530	7,830
Merrimack	16,410	15,070	91.8	8,100	6,970
Rockingham	16,640	15,250	91.6	6,530	8,720
Strafford	11,320	10,170	89.8	7,450	2,720
Sullivan	7,080	6,510	91.9	4,410	2,100

NEW JERSEY

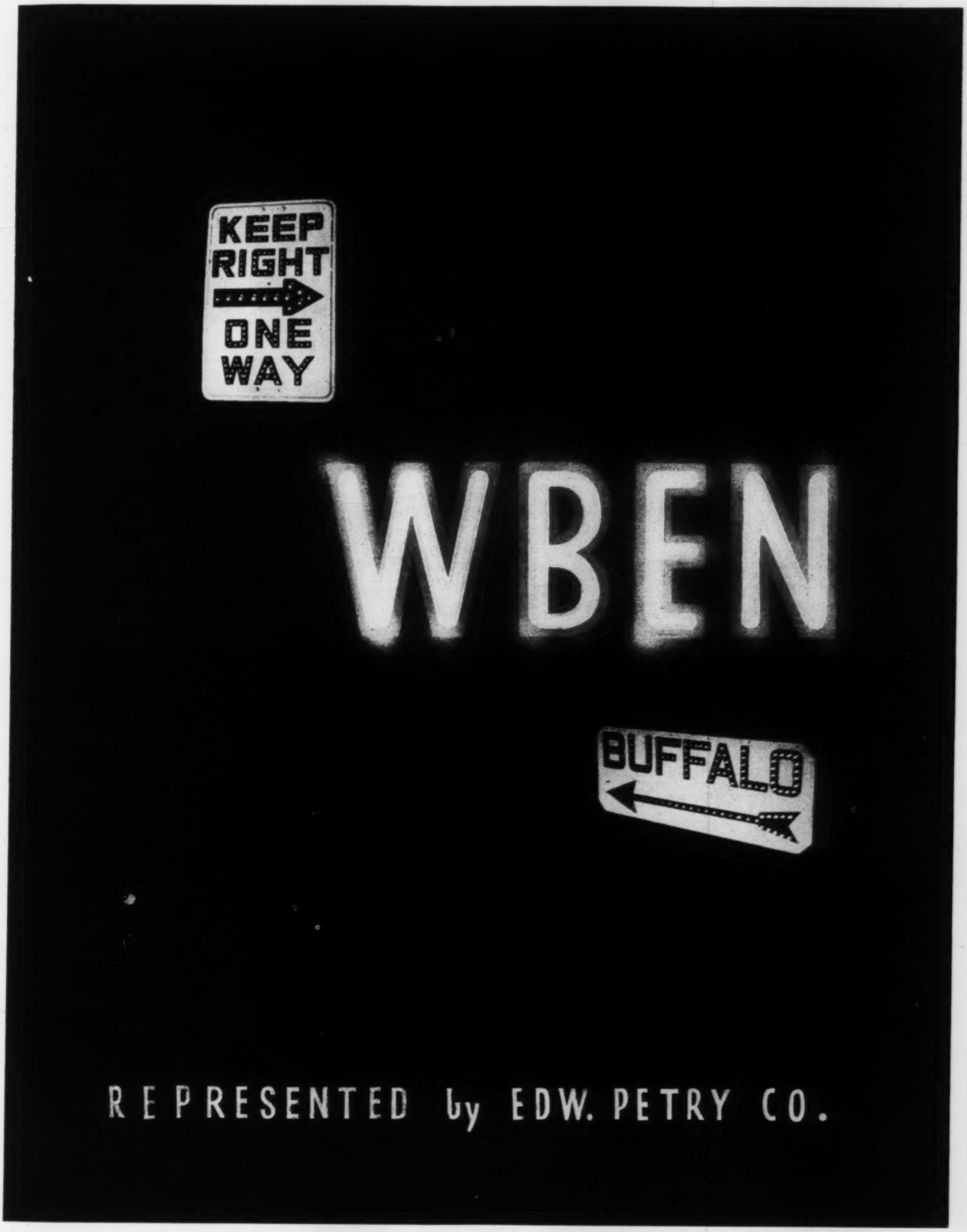
	Total Families	Radio Families	% Ownership	Urban Radio Fam.	Rural Radio Fam.
Total State	**1,098,000**	**1,022,500**	**93.1**	**845,400**	**177,100**
Atlantic	35,740	33,120	92.7	26,850	6,270
Bergen	101,220	96,620	95.5	85,740	10,880
Burlington	25,460	23,350	91.7	5,860	17,490
Camden	68,400	63,410	92.7	50,800	12,610
Cape May	9,210	8,500	92.3	3,990	4,510
Cumberland	20,140	18,340	91.1	10,310	8,030
Essex	226,400	212,560	93.9	207,980	4,580
Gloucester	19,800	18,140	91.6	7,630	10,510
Hudson	183,910	170,920	92.9	170,920	----
Hunterdon	10,330	9,410	91.1	1,980	7,430
Mercer	47,580	43,710	91.9	30,460	13,250
Middlesex	53,110	49,230	92.7	40,750	8,480
Monmouth	43,410	40,070	92.3	20,300	19,770
Morris	29,100	27,020	92.9	13,890	13,130
Ocean	10,300	9,450	91.7	----	9,450
Passaic	83,620	77,660	92.9	74,020	3,640
Salem	10,400	9,320	89.6	3,510	5,810
Somerset	16,880	15,580	92.3	9,390	6,190
Sussex	8,000	7,270	90.9	2,430	4,840
Union	80,800	75,800	93.8	71,540	4,260
Warren	14,190	13,020	91.7	7,050	5,970

NEW MEXICO

	Total Families	Radio Families	% Ownership	Urban Radio Fam.	Rural Radio Fam.
Total State	**102,000**	**62,300**	**61.1**	**23,700**	**38,600**
Bernalillo	11,610	8,780	75.6	6,260	2,520
Catron	870	440	50.6	----	440
Chaves	4,870	3,560	73.1	2,600	960
Colfax	4,570	2,980	65.2	1,400	1,580
Curry	3,890	2,700	69.4	1,800	900
De Baca	740	380	51.4	----	380
Donna Ana	6,500	3,730	57.4	1,230	2,500
Eddy	3,750	2,280	60.8	860	1,420
Grant	4,630	2,880	62.2	800	2,080
Guadalupe	1,630	870	53.4	----	870
Harding	1,060	520	49.1	----	520
Hidalgo	1,230	670	54.5	----	670
Lea	1,620	850	52.5	----	850
Lincoln	1,680	880	52.4	----	880
Luna	1,520	1,160	76.3	790	370
McKinley	4,870	3,030	62.2	1,270	1,760
Mora	2,340	1,120	47.9	----	1,120
Otera	2,380	1,500	63.0	600	900
Quay	2,690	1,680	62.5	900	780
Rio Arriba	5,010	2,520	50.3	----	2,520
Roosevelt	2,610	1,450	55.6	560	890
Sandoval	2,590	1,310	50.6	----	1,310
San Juan	3,300	1,660	50.3	----	1,660
San Miguel	5,530	3,520	63.7	1,760	1,760
Santa Fe	4,660	3,390	72.7	2,330	1,060
Sierra	1,330	710	53.4	----	710
Socorro	2,350	1,260	53.6	----	1,260
Taos	3,340	1,740	52.1	----	1,740
Torrance	2,300	1,200	52.2	----	1,200
Union	2,690	1,510	56.1	540	970
Valencia	3,840	2,020	52.6	----	2,020

NEW YORK

	Total Families	Radio Families	% Ownership	Urban Radio Fam.	Rural Radio Fam.
Total State	**3,372,000**	**3,132,300**	**92.9**	**2,623,300**	**509,000**
Albany	59,560	55,630	93.4	45,290	10,340
Allegany	11,410	10,190	89.3	1,750	440
Bronx	343,590	326,360	95.0	326,360	----
Broome	38,860	35,550	91.5	25,810	9,740
Cattaraugus	20,200	18,270	90.4	8,430	9,840
Cayuga	18,400	16,620	90.3	8,900	7,720
Chautauqua	36,290	32,920	90.7	20,750	12,170
Chemung	21,000	19,210	91.5	13,310	5,900
Chenango	10,520	9,350	88.9	2,270	7,080
Clinton	11,020	9,780	88.7	3,160	6,620
Columbia	11,820	10,650	90.1	2,930	7,720
Cortland	9,380	8,460	90.2	5,000	3,460
Delaware	11,940	10,660	89.3	970	9,690
Dutchess	26,950	24,790	92.0	14,000	10,790
Erie	197,320	182,850	92.7	159,530	23,320
Essex	8,660	7,790	90.0	2,040	5,750
Franklin	11,400	10,170	89.2	4,460	5,710
Fulton	14,130	12,900	91.3	9,680	3,220
Genesee	11,910	10,740	90.2	5,280	5,460
Greene	8,050	7,230	89.8	1,430	5,800
Hamilton	1,060	970	91.5	----	970
Herkimer	17,620	16,020	90.9	10,740	5,280
Jefferson	23,920	21,680	90.6	9,480	12,200
Kings	659,720	620,000	94.0	620,000	----
Lewis	6,360	5,610	88.2	950	4,660
Livingston	9,880	8,890	90.0	2,030	6,860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WBEN
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Radio Homes in the United States by States and Counties

(Continued from page 48)

New York (Cont'd)

	Total Families	Radio Families	% Ownership	Urban Radio Fam.	Rural Radio Fam.
Madison	12,000	10,720	89.3	3,880	6,840
Monroe	114,240	106,720	93.4	91,040	15,680
Montgomery	16,360	14,810	90.5	9,720	5,090
Nassau	80,410	75,450	93.8	36,010	39,440
New York	501,530	461,300	92.0	461,300	----
Niagara	38,450	35,030	91.1	27,470	7,560
Oneida	51,830	47,740	92.1	33,970	13,770
Onondaga	78,820	72,790	92.3	56,630	16,160
Ontario	15,330	13,810	90.1	6,010	7,800
Orange	35,140	32,120	91.4	18,840	13,280
Orleans	8,460	7,550	89.2	2,950	4,600
Oswego	19,660	17,610	89.6	8,540	9,070
Otsego	14,420	12,930	89.7	4,230	8,700
Putnam	3,670	3,350	91.3	----	3,350
Queens	299,520	284,480	95.0	284,480	----
Rennselaer	34,110	30,950	90.7	22,640	8,310
Richmond	38,270	35,970	94.0	35,970	----
Rockland	14,620	13,550	92.7	5,280	8,270
St. Lawrence	23,970	21,220	88.5	8,670	12,550
Saratoga	17,710	16,110	91.0	8,940	7,170
Schenectady	34,100	31,630	92.8	26,140	5,490
Schoharie	6,190	5,460	88.2	730	4,730
Schuyler	3,980	3,500	87.9	760	2,740
Seneca	6,660	5,880	88.3	2,750	3,130
Steuben	24,150	21,800	90.3	10,430	11,370
Suffolk	40,840	37,740	92.4	8,370	29,370
Sullivan	10,340	9,290	89.8	1,880	7,410
Tioga	7,840	6,930	88.4	2,990	3,940
Tompkins	12,320	11,140	90.4	5,760	5,380
Ulster	23,310	21,150	90.7	9,490	11,660
Warren	10,060	9,150	91.0	4,900	4,250
Washington	12,870	11,510	89.4	4,630	6,880
Wayne	15,080	13,440	89.1	3,740	9,700
Westchester	131,160	124,110	94.6	105,980	18,130
Wyoming	8,360	7,430	88.9	2,090	5,340
Yates	5,250	4,640	88.4	1,540	3,100

NORTH CAROLINA

	Total Families	Radio Families	% Ownership	Urban Radio Fam.	Rural Radio Fam.
Total State	**736,000**	**408,600**	**55.5**	**161,900**	**246,700**
Alamance	9,880	5,650	57.2	2,310	3,340
Alexander	2,870	1,320	46.0	----	1,320
Alleghany	1,830	790	43.2	----	790
Anson	6,520	3,160	48.5	570	2,590
Ashe	4,840	2,100	43.4	----	2,100
Avery	2,560	1,180	46.1	----	1,180
Beaufort	8,490	4,430	52.3	1,370	3,060
Bertie	5,650	2,580	45.7	----	2,580
Bladen	5,050	2,330	46.1	----	2,330
Brunswick	3,810	1,830	48.0	----	1,830
Buncombe	24,640	16,600	67.6	11,110	5,550
Burke	6,070	3,230	53.2	1,030	2,200
Cabarrus	9,850	5,500	55.8	2,110	3,390
Caldwell	6,160	3,330	54.1	1,110	2,220
Camden	1,340	610	45.5	----	610
Carteret	4,200	2,430	57.9	1,170	1,260
Caswell	3,820	1,660	43.5	----	1,660
Catawba	10,100	5,680	56.2	2,280	3,400
Chatham	5,570	2,570	46.1	----	2,570
Cherokee	3,580	1,670	46.7	----	1,670
Chowan	2,680	1,470	54.9	720	750
Clay	1,240	550	44.4	----	550
Cleveland	11,660	6,340	54.7	2,910	3,430
Columbus	8,620	3,980	46.2	----	3,980
Craven	7,560	4,440	58.7	2,440	2,000
Cumberland	10,110	5,630	55.7	2,410	3,220
Currituck	1,730	800	46.2	----	800
Dare	1,330	710	53.4	----	710
Davidson	11,040	6,390	57.9	3,380	3,010
Davie	3,410	1,590	46.6	----	1,590
Duplin	8,160	3,720	45.6	----	3,720
Durham	16,610	12,550	75.6	10,910	1,640
Edgecombe	10,920	6,170	56.5	3,210	2,960
Forsyth	28,000	20,020	71.5	15,920	4,100
Franklin	6,660	3,030	45.5	----	3,030
Gaston	17,900	10,400	58.1	4,730	5,670
Gates	2,360	1,060	44.9	----	1,060
Graham	1,250	580	46.4	----	580
Granville	6,370	3,150	49.5	740	2,410
Greene	3,940	1,720	43.7	----	1,720
Guilford	31,170	22,740	73.0	18,110	4,630
Halifax	11,660	5,710	49.0	550	5,160
Harnett	8,350	4,110	49.2	800	3,310
Haywood	6,660	3,540	53.2	900	2,640
Henderson	5,810	3,140	54.1	1,020	2,120
Hertford	3,830	1,770	46.2	----	1,770
Hoke	3,020	1,340	44.4	----	1,340
Hyde	1,980	920	46.5	----	920
Iredell	10,960	6,260	57.1	3,130	3,130
Jackson	3,930	1,820	46.3	----	1,820
Johnston	12,950	6,030	46.6	450	5,580
Jones	2,190	990	45.2	----	990
Lee	3,930	2,130	54.2	820	1,310
Lenoir	8,300	4,640	55.9	2,300	2,340
Lincoln	5,110	2,580	50.5	700	1,880
McDowell	4,550	2,280	50.1	----	2,280
Macon	3,160	1,460	46.2	----	1,460
Madison	4,670	2,060	44.1	----	2,060
Martin	5,120	2,500	48.8	500	2,000
Mecklenburg	32,310	23,520	72.8	18,510	5,010
Mitchell	3,160	1,440	45.6	----	1,440
Montgomery	3,740	1,780	47.6	----	1,780
Moore	6,580	3,360	51.1	490	2,870
Nash	12,040	6,370	52.9	2,260	4,110
New Hanover	11,510	8,330	72.4	6,950	1,380
Northampton	5,980	2,690	45.0	----	2,690
Onslow	3,480	1,570	45.1	----	1,570
Orange	4,970	2,590	52.1	580	2,010
Pamlico	2,300	1,120	48.7	----	1,120
Pasquotank	4,800	3,030	63.1	2,080	950

North Carolina (Cont'd)

	Total Families	Radio Families	% Ownership	Urban Radio Fam.	Rural Radio Fam.
Pender	3,630	1,670	46.0	----	1,670
Perquimans	2,570	1,180	45.9	----	1,180
Person	4,650	2,280	49.0	590	1,690
Pitt	12,430	6,430	51.7	1,900	4,530
Polk	2,510	1,190	47.4	----	1,190
Randolph	8,740	4,380	50.1	860	3,520
Richmond	7,810	4,250	54.4	1,470	2,780
Robeson	14,960	7,120	47.6	710	6,410
Rockingham	11,670	6,060	51.9	1,180	4,880
Rowan	13,820	8,250	59.7	4,130	4,120
Rutherford	9,170	4,670	50.9	1,110	3,560
Sampson	9,110	4,190	46.0	490	3,700
Scotland	4,620	2,350	50.9	630	1,720
Stanley	6,990	3,570	51.1	570	3,000
Stokes	5,050	2,200	43.6	----	2,200
Surry	9,110	4,640	50.9	1,070	3,570
Swain	2,590	1,230	47.5	----	1,230
Transylvania	2,400	1,190	49.6	----	1,190
Tyrell	1,200	570	47.5	----	570
Union	9,380	4,650	49.6	1,200	3,450
Vance	6,080	3,250	53.5	1,150	2,100
Wake	22,160	13,650	61.6	7,490	6,160
Warren	4,910	2,240	45.6	----	2,240
Washington	2,620	1,270	48.5	----	1,270
Watauga	3,480	1,560	44.8	----	1,560
Wayne	12,020	6,850	57.1	3,520	3,330
Wilkes	7,900	3,720	47.1	590	3,130
Wilson	10,340	5,800	56.1	2,660	3,140
Yadkin	4,220	1,890	44.8	----	1,890
Yancey	3,260	1,470	45.1	----	1,470

NORTH DAKOTA

	Total Families	Radio Families	% Ownership	Urban Radio Fam.	Rural Radio Fam.
Total State	**156,000**	**119,600**	**76.7**	**26,200**	**93,400**
Adams	1,480	1,080	73.0	----	1,080
Barnes	4,490	3,570	79.5	1,300	2,270
Benson	3,140	2,290	72.9	----	2,290
Billings	660	480	72.7	----	480
Bottineau	3,580	2,610	72.9	----	2,610
Bowman	1,280	930	72.7	----	930
Burke	2,350	1,710	72.8	----	1,710
Burleigh	4,490	3,830	85.3	2,470	1,360
Cass	11,680	10,030	85.9	6,710	3,320
Cavalier	3,260	2,380	73.0	----	2,380
Dickey	2,520	1,840	73.0	----	1,840
Divide	2,290	1,670	72.9	----	1,670
Dunn	1,970	1,440	73.1	----	1,440
Eddy	1,420	1,030	72.5	----	1,030
Emmens	2,510	1,830	72.9	----	1,830
Foster	1,490	1,090	73.2	----	1,090
Golden Valley	1,050	760	72.4	----	760
Grand Forks	7,760	6,570	84.7	4,040	2,530
Grant	2,180	1,590	72.9	----	1,590
Griggs	1,590	1,160	73.1	----	1,160
Hettinger	1,880	1,370	72.9	----	1,370
Kidder	1,720	1,250	72.7	----	1,250
La Moure	2,640	1,930	73.1	----	1,930
Logan	1,630	1,190	73.0	----	1,190
McHenry	3,560	2,600	73.0	----	2,600
McIntosh	1,990	1,450	72.9	----	1,450
McKenzie	2,370	1,730	73.0	----	1,730
McLean	4,050	2,950	72.8	----	2,950
Mercer	1,990	1,450	72.9	----	1,450
Morton	4,350	3,420	78.6	1,130	2,290
Mountrail	3,270	2,390	73.1	----	2,390
Nelson	2,320	1,690	72.8	----	1,690
Oliver	890	650	73.0	----	650
Pembina	3,480	2,540	73.0	----	2,540
Pierce	1,970	1,440	73.1	----	1,440
Ramsey	3,720	2,980	80.1	1,240	1,740
Ransom	2,610	1,900	72.8	----	1,900
Renville	1,770	1,290	72.9	----	1,290
Richland	4,900	3,740	76.3	760	2,980
Rolette	2,350	1,710	72.8	----	1,710
Sargent	2,240	1,630	72.8	----	1,630
Sheridan	1,560	1,140	73.1	----	1,140
Sioux	1,030	750	72.8	----	750
Slope	1,020	740	72.5	----	740
Stark	3,260	2,620	80.4	1,140	1,480
Steele	1,570	1,140	72.6	----	1,140
Stutsman	5,700	4,600	80.7	1,960	2,640
Towner	1,900	1,390	73.2	----	1,390
Traill	2,920	2,130	72.9	----	2,130
Walsh	4,500	3,400	75.6	590	2,810
Ward	7,950	6,620	83.3	3,670	2,950
Wells	3,000	2,190	73.0	----	2,190
Williams	4,700	3,690	78.5	1,190	2,500

OHIO

	Total Families	Radio Families	% Ownership	Urban Radio Fam.	Rural Radio Fam.
Total State	**1,777,000**	**1,641,500**	**92.4**	**1,130,200**	**511,300**
Adams	5,570	4,990	89.6	----	4,990
Allen	18,940	17,460	92.2	11,940	5,520
Ashland	8,020	7,320	91.3	3,210	4,110
Ashtabula	18,800	17,230	91.6	9,330	7,900
Athens	11,280	10,230	90.7	3,970	6,260
Auglaize	7,880	7,060	89.6	2,910	4,150
Belmont	23,790	21,880	92.0	9,800	12,080
Brown	5,960	5,330	89.4	----	5,330
Butler	29,710	27,530	92.7	20,800	6,730
Carroll	4,400	3,990	90.7	330	3,660
Champaign	7,180	6,460	90.0	2,090	4,370
Clark	24,760	22,890	92.4	17,720	5,170
Clermont	8,710	7,960	91.4	----	7,960
Clinton	6,500	5,870	90.3	1,510	4,360
Columbiana	23,350	21,580	92.4	12,750	8,830
Coshocton	8,180	7,380	90.2	2,900	4,480
Crawford	10,120	9,250	91.4	6,140	3,110
Cuyahoga	313,960	295,030	94.0	286,970	8,060

Ohio (Cont'd)

	Total Families	Radio Families	% Ownership	Urban Radio Fam.	Rural Radio Fam.
Darke	10,850	9,690	89.3	2,430	7,260
Defiance	6,390	5,720	89.5	2,240	3,480
Delaware	7,470	6,700	89.7	2,450	4,250
Erie	11,740	10,850	92.3	6,550	4,300
Fairfield	11,870	10,830	91.2	4,860	5,970
Fayette	5,970	5,320	89.1	2,350	2,970
Franklin	97,750	90,880	93.0	78,780	12,100
Fulton	6,610	5,950	90.0	860	5,090
Gallia	5,660	4,980	88.1	1,320	3,660
Geauga	4,200	3,790	90.2	----	3,790
Greene	9,110	8,300	91.1	2,850	5,450
Guernsey	11,220	10,150	90.5	4,720	5,430
Hamilton	165,280	153,830	93.1	139,500	14,330
Hancock	11,820	10,760	91.0	6,110	4,650
Hardin	8,000	7,190	89.9	2,030	5,160
Harrison	5,170	4,710	91.1	660	4,050
Henry	6,160	5,530	89.8	1,250	4,280
Highland	7,740	6,900	89.1	2,300	4,600
Hocking	5,290	4,780	90.4	1,580	3,200
Holmes	4,380	3,940	90.0	----	3,940
Huron	9,760	8,920	91.4	4,400	4,520
Jackson	6,600	5,870	88.9	2,030	2,040
Jefferson	21,150	19,760	93.4	10,550	9,210
Knox	8,660	7,880	91.0	2,620	5,260
Lake	11,020	10,320	93.6	4,840	5,480
Lawrence	10,700	9,710	90.7	3,900	5,810
Licking	17,460	16,010	91.7	8,350	7,660
Logan	8,570	7,750	90.4	2,590	5,160
Lorain	28,060	25,670	91.5	18,110	17,560
Lucas	92,310	85,940	93.1	73,090	12,850
Madison	5,280	4,760	90.2	1,110	3,650
Mahoning	56,580	52,780	93.3	44,840	7,940
Marion	12,640	11,640	92.1	8,070	3,570
Medina	8,270	7,540	91.2	2,710	4,830
Meigs	6,620	5,910	89.3	1,820	4,090
Mercer	6,340	5,670	89.4	1,200	4,470
Miami	14,650	13,460	91.9	7,560	5,900
Monroe	4,820	4,320	89.6	----	4,320
Montgomery	73,750	68,570	93.0	54,620	13,950
Morgan	3,890	3,490	89.7	----	3,490
Morrow	4,450	3,980	89.4	----	3,980
Muskingum	18,870	17,420	92.3	9,690	7,730
Noble	4,090	3,660	89.5	----	3,660
Ottawa	6,720	6,160	91.7	1,230	4,930
Paulding	4,170	3,770	90.4	----	3,770
Perry	8,140	7,440	91.4	1,740	5,700
Pickaway	6,680	5,960	89.2	1,940	4,020
Pike	3,390	3,040	89.7	----	3,040
Portage	11,570	10,600	91.6	4,240	6,360
Preble	6,660	5,990	89.9	1,020	4,970
Putnam	6,380	5,780	90.6	----	5,780
Richland	17,670	16,270	82.1	10,600	5,670
Ross	11,530	10,460	90.7	4,830	5,630
Sandusky	11,250	10,290	91.5	5,390	4,900
Scioto	19,940	18,440	92.5	11,680	6,760
Seneca	12,810	11,700	91.3	6,900	4,800
Shelby	6,740	6,070	90.1	2,480	3,590
Stark	57,540	53,510	93.0	40,030	13,480
Summit	88,310	82,210	93.1	71,380	10,830
Trumbull	30,120	27,960	92.8	17,110	10,850
Tuscarawas	18,540	17,040	91.9	9,630	7,410
Union	5,570	4,990	89.6	1,040	3,950
Van Wert	7,440	6,670	89.7	3,020	3,650
Vinton	2,620	2,370	90.5	----	2,370
Warren	7,490	6,770	90.4	2,010	4,760
Washington	11,900	10,810	90.8	3,930	6,880
Wayne	12,930	11,850	91.6	4,940	6,910
Williams	7,270	6,530	89.8	2,390	4,140
Wood	13,820	12,660	91.6	2,740	9,920
Wyandot	5,470	4,890	89.4	1,820	3,070

OKLAHOMA

	Total Families	Radio Families	% Ownership	Urban Radio Fam.	Rural Radio Fam.
Total State	**619,000**	**454,300**	**73.4**	**202,500**	**251,800**
Adair	3,350	2,170	64.8	----	2,170
Alfalfa	4,120	2,710	65.8	----	2,710
Atoka	3,470	2,240	64.6	----	2,240
Beaver	2,960	1,890	63.9	----	1,890
Beckham	7,380	5,230	70.9	2,100	3,130
Blaine	5,210	3,430	65.8	----	3,430
Bryan	7,860	5,290	67.3	1,620	3,670
Caddo	12,500	8,360	66.9	1,270	7,090
Canadian	7,360	5,340	72.6	2,370	2,970
Carter	10,810	7,980	73.8	4,200	3,780
Cherokee	4,130	2,630	63.7	----	2,630
Choctaw	5,970	3,970	66.5	1,150	2,720
Cimarron	1,450	950	65.5	----	950
Cleveland	6,050	4,580	75.7	2,560	2,020
Coal	2,830	1,860	65.7	----	1,860
Comanche	8,610	6,300	73.2	3,130	3,170
Cotton	3,840	2,490	64.8	----	2,490
Craig	4,250	2,860	67.3	980	1,880
Creek	16,650	12,130	72.9	5,100	7,030
Custer	7,070	4,960	70.2	1,640	3,220
Delaware	3,670	2,300	62.7	----	2,300
Dewey	3,490	2,240	64.2	----	2,240
Ellis	2,870	1,870	65.6	----	1,870
Garfield	12,920	10,330	80.0	6,970	3,360
Garvin	7,470	4,990	66.8	900	4,090
Grady	11,710	8,270	70.6	3,350	4,920
Grant	4,100	2,660	64.9	----	2,660
Greer	4,930	3,410	69.2	1,160	2,250
Harmon	3,340	2,240	67.1	680	1,560
Harper	2,080	1,350	64.9	----	1,350
Haskell	3,740	2,400	64.2	----	2,400
Hughes	7,300	5,090	69.7	1,580	3,510
Jackson	7,330	5,180	70.7	1,990	3,190
Jefferson	4,270	2,820	66.0	----	2,820
Johnston	3,210	2,100	65.4	----	2,100
Kay	13,930	11,040	79.3	7,310	3,730
Kingfisher	4,450	2,990	67.2	720	2,270

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Radio Homes in the United States by States and Counties

(Continued from page 50)

Oklahoma (Cont'd)

	Total Families	Radio Families	% Ownership	Urban Radio Fam.	Rural Radio Fam.
Kiowa	7,600	5,160	67.9	1,190	3,970
Latimer	2,680	1,790	66.8	----	1,790
Leflore	10,260	6,860	66.9	670	6,190
Lincoln	8,640	5,710	66.1	660	5,050
Logan	7,730	5,560	71.9	2,400	3,160
Love	2,350	1,510	64.3	----	1,510
McClain	5,000	3,260	65.2	610	2,650
McCurtain	8,290	5,450	65.7	540	4,910
McIntosh	5,700	3,650	64.0	----	3,650
Major	3,260	2,090	64.1	----	2,090
Marshall	2,670	1,740	65.2	----	1,740
Mayes	4,290	2,770	64.6	----	2,770
Murray	3,150	2,240	71.1	930	1,310
Muskogee	17,160	12,960	75.5	7,780	5,180
Noble	4,210	2,950	70.1	1,070	1,880
Nowata	3,530	2,380	67.4	750	1,630
Okfuskee	6,990	4,680	67.0	870	3,810
Oklahoma	61,130	54,080	88.5	48,440	5,640
Okmulgee	14,500	10,690	73.7	5,630	5,360
Osage	12,380	8,940	72.2	2,170	6,770
Ottawa	10,250	7,500	73.2	4,030	3,470
Pawnee	5,170	3,610	69.8	1,220	2,390
Payne	10,210	7,630	74.7	4,110	3,520
Pittsburgh	12,030	8,460	70.3	3,320	5,140
Pontotoc	8,030	5,770	71.9	2,570	3,200
Pottawatomie	17,650	13,240	75.0	6,520	6,720
Pushmataha	3,640	2,400	65.9	----	2,400
Roger Mills	3,480	2,200	63.2	----	2,200
Rogers	4,750	3,220	67.8	790	2,430
Seminole	20,720	15,090	72.8	5,430	9,660
Sequoyah	4,520	2,890	63.9	----	2,890
Stephens	8,390	6,030	71.9	2,720	3,310
Texas	3,690	2,450	66.4	----	2,450
Tillman	6,380	4,340	68.0	1,070	3,270
Tulsa	52,440	45,550	86.9	38,490	7,060
Wagoner	5,370	3,510	65.4	670	2,840
Washington	7,930	6,170	77.8	3,770	2,400
Washita	7,360	4,820	65.5	710	4,110
Woods	4,720	3,400	72.0	1,340	2,060
Woodward	4,070	2,900	71.3	1,250	1,650

OREGON

	Total Families	Radio Families	% Ownership	Urban Radio Fam.	Rural Radio Fam.
Total State	**299,000**	**285,400**	**95.5**	**147,000**	**138,400**
Baker	5,200	4,930	94.8	2,310	2,620
Benton	5,040	4,820	95.6	2,280	2,540
Clackamas	14,970	14,530	97.1	1,820	12,710
Clatsop	6,390	6,000	93.9	2,870	3,130
Columbia	6,060	5,840	96.4	1,120	4,720
Coos	9,000	8,600	95.6	3,680	4,920
Crook	980	950	96.9	----	950
Curry	1,100	1,070	97.3		1,070
Deschutes	4,610	4,340	94.1	2,590	1,750
Douglas	7,230	6,960	96.3	1,370	5,590
Gilliam	980	950	97.0	----	950
Grant	1,880	1,830	97.4		1,830
Harney	1,870	1,780	95.2	740	1,040
Hood River	2,770	2,650	95.7	850	1,800
Jackson	10,680	10,230	95.8	4,760	5,470
Jefferson	650	630	96.9	----	630
Josephine	3,870	3,680	95.1	1,450	2,230
Klamath	9,580	9,180	95.8	4,470	4,710
Lake	1,450	1,410	97.2	----	1,410
Lane	17,020	16,330	95.9	5,560	10,770
Lincoln	3,140	3,060	97.5	----	3,060
Linn	7,900	7,610	96.3	1,700	5,910
Malheur	3,210	3,130	97.5	----	3,130
Marion	17,540	16,830	96.0	7,170	9,660
Morrow	1,440	1,400	97.2	----	1,400
Multnomah	109,000	102,890	94.4	91,810	11,080
Polk	5,140	4,960	96.5	880	4,080
Sherman	840	810	96.4	----	810
Tillamook	3,640	3,500	96.2	730	2,770
Umatilla	7,100	6,840	96.3	1,990	4,850
Union	5,290	5,050	95.5	2,270	2,780
Wallowa	2,240	2,180	97.3	----	2,180
Wasco	3,930	3,760	95.7	1,780	1,980
Washington	9,500	9,210	96.9	950	8,260
Wheeler	730	710	97.3	----	710
Yamhill	7,030	6,750	96.0	1,850	4,900

PENNSYLVANIA

	Total Families	Radio Families	% Ownership	Urban Radio Fam.	Rural Radio Fam.
Total State	**2,452,000**	**2,206,400**	**90.0**	**1,553,900**	**652,500**
Adams	10,070	8,500	84.4	1,510	6,990
Allegheny	342,400	315,590	92.2	273,530	42,060
Armstrong	19,870	17,030	85.7	5,600	11,430
Beaver	36,200	32,850	90.8	23,120	9,730
Bedford	9,610	8,050	83.8	720	7,330
Berks	62,480	56,240	90.0	36,120	20,120
Blair	36,370	32,900	90.5	25,180	7,720
Bradford	14,470	12,210	84.4	4,280	7,930
Bucks	25,890	22,520	87.0	7,440	15,080
Butler	20,810	17,970	86.4	5,680	12,290
Cambria	46,080	40,550	88.0	23,750	16,800
Cameron	1,440	1,220	84.7	680	540
Carbon	15,140	13,420	88.6	8,690	4,730
Centre	11,890	10,210	85.9	3,210	7,000
Chester	32,550	28,420	87.3	12,740	15,680
Clarion	9,180	7,810	85.1	790	7,020
Clearfield	21,050	18,010	85.6	5,280	12,730
Clinton	8,590	7,480	87.1	3,350	4,130
Columbia	13,080	11,180	85.5	5,250	5,930
Crawford	18,610	16,040	86.2	6,830	9,210
Cumberland	19,630	17,260	87.9	9,480	7,780
Dauphin	45,280	40,890	90.3	30,390	10,500
Delaware	73,620	67,990	92.4	52,130	15,860
Elk	7,940	6,900	86.9	3,960	2,940
Erie	47,820	43,330	90.6	33,760	9,570

Pennsylvania (Cont'd)

	Total Families	Radio Families	% Ownership	Urban Radio Fam.	Rural Radio Fam.
Fayette	46,350	40,030	86.4	10,500	29,530
Forest	1,440	1,230	85.4	----	1,230
Franklin	17,280	14,790	85.6	7,010	7,780
Fulton	2,400	1,960	81.7	----	1,960
Greene	10,680	9,030	84.6	1,320	7,710
Huntingdon	9,850	8,350	84.8	2,870	5,480
Indiana	18,070	15,350	84.9	3,960	11,390
Jefferson	13,200	11,230	85.1	4,600	6,630
Juniata	3,950	3,320	84.1	----	3,320
Lackawanna	73,140	66,850	91.4	61,370	5,480
Lancaster	53,360	46,910	87.9	23,630	23,280
Lawrence	24,710	22,250	90.0	14,470	7,780
Lebanon	18,310	15,850	86.6	8,080	7,770
Lehigh	45,770	41,710	91.1	31,860	9,850
Luzerne	101,360	92,070	90.8	72,620	19,450
Lycoming	26,280	23,490	89.4	15,860	7,630
McKean	15,100	13,370	88.5	6,590	6,780
Mercer	25,950	23,010	88.7	14,490	8,520
Mifflin	10,270	8,990	87.5	4,030	4,960
Monroe	7,910	6,950	87.9	3,310	3,640
Montgomery	66,930	60,680	90.7	41,210	19,470
Montour	3,470	2,940	84.7	1,750	1,190
Northampton	44,030	39,710	90.2	29,570	10,140
Northumberland	.32,360	28,780	88.9	17,360	11,420
Perry	6,150	5,190	84.4	----	5,190
Philadelphia	503,300	467,940	93.0	467,940	----
Pike	2,330	1,990	85.4	----	1,990
Potter	5,070	4,240	83.6	650	3,590
Schuylkill	55,550	49,570	89.2	30,440	19,130
Snyder	5,270	4,450	84.4	760	3,690
Somerset	18,840	16,030	85.1	3,370	12,660
Sullivan	1,930	1,620	83.9	----	1,620
Susquehanna	9,330	7,850	84.1	1,810	6,040
Tioga	9,470	7,930	83.7	970	6,960
Union	4,900	4,170	85.1	980	3,050
Venango	16,810	14,960	89.0	8,530	6,430
Warren	11,390	9,930	87.2	4,080	5,850
Washington	49,610	43,140	87.0	19,110	24,030
Wayne	7,870	6,630	84.2	1,580	5,050
Westmoreland	70,820	62,460	88.2	32,500	29,960
Wyoming	4,450	3,750	84.3	----	3,750
York	46,670	41,130	88.1	21,250	19,880

RHODE ISLAND

	Total Families	Radio Families	% Ownership	Urban Radio Fam.	Rural Radio Fam.
Total State	**169,000**	**155,500**	**92.0**	**142,500**	**13,000**
Bristol	5,830	5,360	91.9	5,360	----
Kent	12,840	11,820	92.1	10,200	1,620
Newport	10,490	9,670	92.2	6,300	3,370
Providence	132,010	121,450	92.0	118,160	3,290
Washington	7,830	7,200	92.0	2,480	4,720

SOUTH CAROLINA

	Total Families	Radio Families	% Ownership	Urban Radio Fam.	Rural Radio Fam.
Total State	**407,000**	**207,300**	**50.9**	**69,500**	**137,800**
Abbeville	5,580	2,610	46.8	850	1,760
Aiken	11,660	5,790	49.7	1,050	4,740
Allendale	3,270	1,460	44.6	----	1,460
Anderson	18,780	9,400	50.1	2,960	6,440
Bamberg	4,400	1,980	45.0	----	1,980
Barnwell	5,380	2,350	43.7	----	2,350
Beaufort	5,710	2,780	48.7	580	2,200
Berkeley	5,190	2,300	44.3	----	2,300
Calhoun	3,990	1,680	42.1	----	1,680
Charleston	28,650	18,510	64.6	13,410	5,100
Cherokee	7,170	3,580	49.9	1,230	2,350
Chester	7,430	3,640	49.0	1,000	2,640
Chesterfield	7,510	3,480	46.3	630	3,850
Clarendon	6,450	2,840	44.0	----	2,840
Colleton	6,160	2,750	44.6	440	2,310
Darlington	9,500	4,690	49.4	1,850	2,840
Dillon	5,740	2,580	44.9	500	2,080
Dorchester	4,390	2,140	48.7	480	1,660
Edgefield	4,510	1,930	42.8	----	1,930
Fairfield	5,040	2,250	44.6	----	2,250
Florence	13,690	7,050	51.5	3,000	4,050
Georgetown	5,430	2,840	52.3	930	1,910
Greenville	28,430	15,870	55.8	5,750	10,120
Greenwood	8,650	4,540	52.5	1,910	2,630
Hampton	4,150	1,910	46.0	----	1,910
Horry	8,400	3,590	42.7	500	3,090
Jasper	2,320	1,090	47.0	----	1,090
Kershaw	7,090	3,370	47.5	940	2,430
Lancaster	6,050	2,860	47.3	580	2,280
Laurens	9,610	4,680	48.7	1,830	2,850
Lee	5,250	2,430	46.3	----	2,430
Lexington	8,460	4,140	48.9	440	3,700
McCormick	2,670	1,110	41.6	----	1,110
Marion	6,240	3,160	50.6	1,430	1,730
Marlboro	7,240	3,340	46.1	750	2,590
Newberry	8,250	4,120	49.9	1,730	2,390
Oconee	7,450	3,330	44.7	----	3,330
Orangeburg	14,740	7,120	48.3	1,470	5,650
Pickens	7,500	3,610	48.1	770	2,840
Richland	20,450	13,520	66.1	10,210	3,310
Saluda	4,220	1,710	40.5	60	1,650
Spartanburg	27,180	14,700	54.1	5,830	8,870
Sumter	10,500	5,510	52.5	2,150	3,360
Union	7,030	3,570	50.8	1,250	2,320
Williamsburg	7,340	3,060	41.7	----	3,060
York	12,150	6,330	52.1	2,990	3,340

SOUTH DAKOTA

	Total Families	Radio Families	% Ownership	Urban Radio Fam.	Rural Radio Fam.
Total State	**167,000**	**132,900**	**79.6**	**31,700**	**101,200**
Armstrong	20	10	50.0	----	10
Aurora	1,730	1,310	75.7	----	1,310

South Dakota (Cont'd)

	Total Families	Radio Families	% Ownership	Urban Radio Fam.	Rural Radio Fam.
Beadle	5,590	4,720	84.4	2,650	2,070
Bennett	1,090	800	73.4	----	800
Bon Homme	2,850	2,200	77.2	----	2,200
Brookings	4,030	3,260	80.9	1,120	2,140
Brown	7,730	6,610	85.5	3,920	2,690
Brule	1,820	1,400	76.9	----	1,400
Buffalo	460	340	73.9	----	340
Butte	2,160	1,670	77.3	----	1,670
Campbell	1,210	910	75.2	----	910
Charles Mix	3,740	2,840	75.9	----	2,840
Clark	2,650	2,010	75.8	----	2,010
Clay	2,480	2,000	80.6	750	1,250
Codington	4,210	3,610	85.7	2,370	1,240
Corson	2,180	1,650	75.7	----	1,650
Custer	1,400	1,090	77.9	----	1,090
Davison	4,150	3,620	87.2	2,580	1,040
Day	3,380	2,600	76.9	----	2,600
Deuel	1,970	1,500	76.1	----	1,500
Dewey	1,540	1,180	76.6	----	1,180
Douglas	1,690	1,290	76.3	----	1,290
Edmunds	1,910	1,460	76.4	----	1,460
Fall River	2,150	1,760	81.8	670	1,090
Faulk	1,680	1,290	76.8	----	1,290
Grant	2,530	1,950	77.1	----	1,950
Gregory	2,710	2,070	76.4	----	2,070
Haakon	1,240	940	75.8	----	940
Hamlin	1,930	1,480	76.7	----	1,480
Tand	2,200	1,660	75.5	----	1,660
Hanson	1,450	1,100	75.9	----	1,100
Harding	950	700	73.7	----	700
Hughes	1,820	1,560	85.7	950	610
Hutchinson	3,190	2,450	76.8	----	2,450
Hyde	890	680	76.4	----	680
Jackson	670	510	76.1	----	510
Jerauld	1,440	1,110	77.1	----	1,110
Jones	810	610	75.3	----	610
Kingsbury	3,060	2,360	77.1	----	2,360
Lake	3,000	2,460	82.0	1,090	1,370
Lawrence	3,820	3,290	86.1	2,090	1,200
Lincoln	3,430	2,640	77.0	----	2,640
Lyman	1,610	1,220	75.8	----	1,220
McCook	2,460	1,890	76.8	----	1,890
McPherson	1,880	1,430	76.1	----	1,430
Marshall	2,180	1,670	76.6	----	1,670
Meade	2,880	2,190	76.0	----	2,190
Mellette	1,190	890	74.8	----	890
Miner	2,010	1,530	76.1	----	1,530
Minnehaha	12,640	11,050	87.4	7,930	3,120
Moody	2,310	1,770	76.6	----	1,770
Pennington	5,260	4,500	85.6	2,660	1,840
Perkins	2,080	1,570	75.5	----	1,570
Potter	1,390	1,080	77.7	----	1,080
Roberts	3,630	2,760	76.0	----	2,760
Sanborn	1,820	1,390	76.4	----	1,390
Shannon	980	730	74.5	----	730
Spink	3,650	2,900	79.5	690	2,210
Stanley	650	490	75.4	----	490
Sully	900	680	75.6	----	680
Todd	1,300	980	75.4	----	980
Tripp	3,010	2,280	75.7	----	2,280
Turner	3,730	2,870	76.9	----	2,870
Union	2,850	2,190	76.8	----	2,190
Walworth	2,050	1,710	83.4	810	900
Washabaugh	600	440	73.3	----	440
Washington	410	300	73.2	----	300
Yankton	3,580	2,950	82.4	1,420	1,530
Ziebach	990	740	74.7	----	740

TENNESSEE

	Total Families	Radio Families	% Ownership	Urban Radio Fam.	Rural Radio Fam.
Total State	**689,000**	**459,900**	**66.7**	**211,200**	**248,700**
Anderson	4,660	3,050	65.5	----	3,050
Bedford	5,910	3,570	60.4	1 100	2,470
Benton	2,970	1,690	56.9	----	1,690
Bledsoe	1,590	900	56.6	----	900
Blount	8,490	5,470	64.4	1,960	3,510
Bradley	5,860	3,790	64.7	1,880	1,910
Campbell	6,320	4,280	67.7	580	3,700
Cannon	2,380	1,290	54.2	----	1,290
Carroll	7,170	4,180	58.3	----	4,180
Carter	6,650	4,330	65.1	1,450	2,880
Cheatham	2,310	1,310	56.7	----	1,310
Chester	2,730	1,530	56.0	----	1,530
Claiborne	5,730	3,330	58.1	----	3,330
Clay	2,300	1,290	56.8	----	1,290
Cocke	5,260	3,060	58.2	600	2,460
Coffee	4,420	2,670	60.4	850	1,820
Crockett	4,670	2,600	55.7	----	2,600
Cumberland	2,650	1,660	62.6	----	1,660
Davidson	61,090	48,810	79.9	37,990	10,820
Decatur	2,600	1,450	55.8	----	1,450
De Kalb	3,680	2,050	55.7	----	2,050
Dickson	4,820	2,890	60.0	640	2,250
Dyer	8,370	5,170	61.8	1,890	3,280
Fayette	7,250	3,830	52.8	----	3,830
Fentress	2,430	1,520	62.6	----	1,520
Franklin	5,510	3,350	60.8	----	3,350
Gibson	12,630	7,550	59.8	2,430	5,120
Giles	7,450	4,240	56.9	780	2,460
Grainger	3,280	1,780	54.3	----	1,780
Greene	8,680	4,980	57.4	1,140	3,840
Grundy	2,380	1,630	68.5	----	1,630
Hamblen	4,280	2,760	64.5	1,490	1,270
Hamilton	43,510	35,170	80.8	28,460	6,710
Hancock	2,220	1,170	52.7	----	1,170
Hardeman	5,410	3,070	56.7	----	3,070
Hardin	4,070	2,300	56.5	----	2,300
Hawkins	6,010	3,380	56.2	----	3,380
Haywood	6,700	3,700	55.2	800	2,900
Henderson	4,600	2,510	54.6	----	2,510
Henry	7,090	4,350	61.4	1,710	2,640

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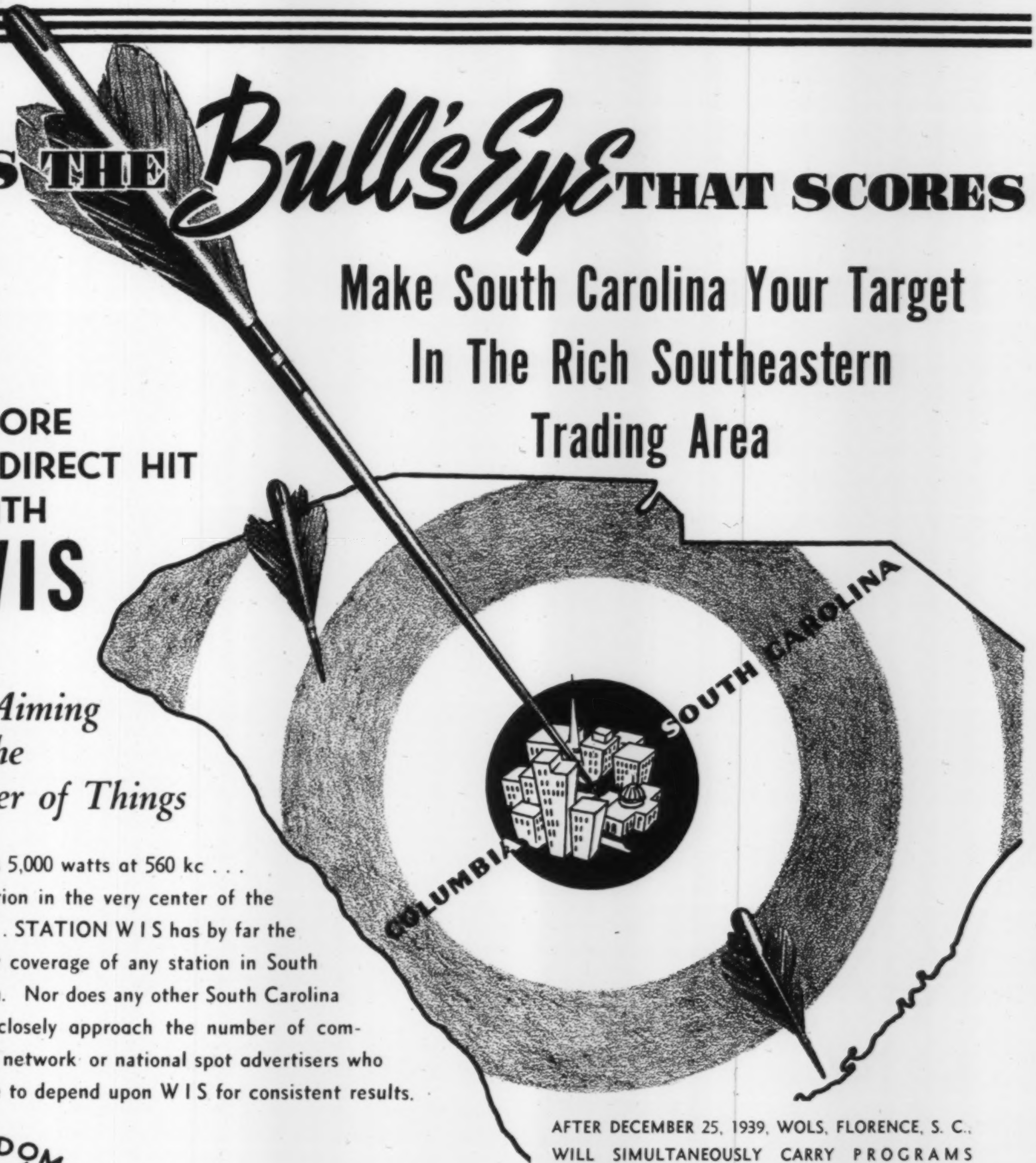

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5,000
WATTS DAY
560 kc
1,000 WATTS NIGHT

FREE & PETERS, INC., ---- NATIONAL REPRESENTATIVES

Radio Homes in the United States by States and Counties

(Continued from page 52)

Tennessee (Cont'd)

	Total Families	Radio Families	% Ownership	Urban Radio Fam.	Rural Radio Fam.
Hickman	3,390	2,030	59.9	----	2,030
Houston	1,410	830	58.9	----	830
Humphreys	3,080	1,840	59.7	----	1,840
Jackson	3,360	1,770	52.7	----	1,770
Jefferson	4,400	2,520	57.3	----	2,520
Johnson	2,810	1,590	56.6	----	1,590
Knox	39,960	31,370	78.5	23,720	7,650
Lake	3,100	1,790	57.7	----	1,790
Lauderdale	6,300	3,610	57.3	----	3,610
Lawrence	6,430	3,670	57.1	650	3,020
Lewis	1,320	840	63.6	----	840
Lincoln	6,690	3,850	57.5	900	2,950
Louden	4,300	2,720	63.3	1,260	1,460
McMinn	7,270	4,700	64.6	2,010	2,690
McNairy	5,030	2,820	56.1	----	2,820
Macon	3,720	2,020	54.3	----	2,020
Madison	14,430	9,820	68.1	5,580	4,240
Marion	4,230	2,880	68.1	----	2,880
Marshall	4,500	2,680	59.6	690	1,990
Maury	9,630	6,060	62.9	1,850	4,210
Meigs	1,460	770	52.7	----	770
Monroe	5,110	2,910	56.9	----	2,910
Montgomery	8,370	5,090	60.8	2,150	2,940
Moore	1,090	590	54.1	----	590
Morgan	2,960	1,910	64.5	----	1,910
Obion	8,070	5,010	62.1	1,340	3,670
Overton	4,140	2,300	55.6	----	2,300
Perry	1,820	1,020	56.0	----	1,020
Pickett	1,300	710	54.6	----	710
Polk	3,430	2,240	65.3	----	2,240
Putnam	5,760	3,450	59.9	760	2,690
Rhea	3,340	2,130	63.8	----	2,130
Roane	5,840	3,860	66.1	1,520	2,340
Robertson	7,640	4,540	59.4	1,280	3,260
Rutherford	8,620	5,200	60.3	1,910	3,290
Scott	3,210	2,100	65.4	----	2,100
Sequatchie	980	570	58.2	----	570
Sevier	4,710	2,650	56.3	----	2,650
Shelby	92,210	72,140	78.2	64.250	7,890
Smith	4,230	2,400	56.7	----	2,400
Stewart	3,240	1,830	56.7	----	1,830
Sullivan	12,600	8,790	69.8	4,920	3,870
Sumner	7,860	4,570	58.1	730	3,840
Tipton	7,050	3,930	55.7	770	3,160
Trousdale	1,560	880	56.4	----	880
Unicoi	2,930	1,980	67.8	720	1,260
Union	2,650	1,380	52.1	----	1,380
Van Buren	850	490	57.6	----	490
Warren	5,400	3,190	59.1	870	3,320
Washington	11,100	7,860	70.8	4,930	2,930
Wayne	2,970	1,720	57.9	----	1,720
Weakley	8,370	4,850	57.9	800	4,050
White	3,850	2,280	59.2	----	2,280
Williamson	5,940	3,460	58.2	830	2,630
Wilson	6,850	4,030	58.8	1,010	3,020

TEXAS

	Total Families	Radio Families	% Ownership	Urban Radio Fam.	Rural Radio Fam.
Total State	**1,516,000**	**1,033,500**	**68.2**	**556,200**	**477,300**
Anderson	8,790	5,520	62.8	2,530	2,990
Andrews	220	130	59.1	----	130
Angelina	7,080	4,380	61.9	1,490	2,890
Aransas	580	360	62.1	----	360
Archer	2,490	1,550	62.2	----	1,550
Armstrong	860	490	57.0	----	490
Atascosa	3,650	2,040	55.9	----	2,040
Austin	5,130	2,860	55.8	----	2,860
Bailey	1,240	670	54.0	----	670
Bandera	1,060	580	54.7	----	580
Bastrop	6,060	3,560	58.7	780	2,780
Baylor	1,830	1,180	64.5	620	560
Bee	3,840	2,420	63.0	1,080	1,340
Bell	13,060	8,560	65.5	4,360	4,200
Bexar	75,660	61,820	81.7	54,190	7,630
Blance	990	530	53.5	----	530
Borden	350	180	51.4	----	180
Bosque	4,100	2,330	56.8	----	2,330
Bowie	12,720	8,130	63.9	3,900	4,230
Brazoria	5,730	3,520	61.4	680	2,840
Brazos	5,920	3,780	63.9	1,910	1,870
Brewster	1,700	1,190	70.0	730	460
Briscoe	1,340	760	56.7	----	760
Brooks	1,340	780	58.2	----	780
Brown	7,240	5,000	69.1	2,990	2,010
Burleson	5,210	2,870	55.1	----	2,870
Burnet	2,780	1,560	56.1	----	1,560
Caldwell	7,610	4,890	64.3	2,320	2,570
Calhoun	1,300	750	57.7	----	750
Callahan	3,360	1,950	58.0	----	1,950
Cameron	19,060	13,120	68.8	8,620	4,500
Camp	2,580	1,500	58.1	600	900
Carson	2,070	1,290	62.3	----	1,290
Cass	7,290	3,890	53.4	----	3,890
Castro	1,170	640	54.7	----	640
Chambers	1,430	850	59.4	----	850
Cherokee	10,340	6,100	59.0	1,950	4,150
Childress	4,100	2,780	67.8	1,690	1,090
Clay	3,730	2,100	56.3	----	2,100
Cochran	470	260	55.3	----	260
Coke	1,350	740	54.8	----	740
Coleman	6,020	3,750	62.3	1,330	2,420
Collin	12,030	7,150	59.4	1,650	5,500
Collingsworth	3,700	2,220	60.0	840	1,380
Colorado	5,280	3,040	57.6	----	3,040
Comal	3,370	2,380	70.6	1,560	820
Comanche	5,030	2,810	55.9	----	2,810
Concho	1,920	1,060	55.2	----	1,060
Cooke	6,310	4,070	64.5	2,160	1,910
Coryell	4,940	2,790	56.5	580	2,110
Cottle	2,290	1,420	62.0	650	770
Crane	850	570	67.1	----	570

Texas (Cont'd)

	Total Families	Radio Families	% Ownership	Urban Radio Fam.	Rural Radio Fam.
Crockett	790	490	62.0	----	490
Crosby	2,750	1,540	56.0	----	1,540
Culberson	350	230	65.7	----	230
Dallam	2,150	1,590	74.0	1,110	480
Dallas	90,670	76,570	84.4	68,640	7,930
Dawson	3,320	2,010	60.5	810	1,200
Deaf Smith	1,580	930	58.9	----	930
Delta	3,280	1,810	55.2	----	1,810
Denton	8,700	5,480	63.0	2,240	3,240
De Witt	7,230	4,390	60.7	1,600	2,790
Dickens	2,140	1,190	55.6	----	1,190
Dimmit	1,960	1,200	61.2	----	1,200
Donley	2,580	1,630	63.2	690	940
Duval	2,720	1,560	57.4	----	1,560
Eastland	9,270	6,410	69.1	3,800	2,610
Ector	1,050	690	65.7	----	690
Edwards	780	440	56.4	----	440
Ellis	14,380	9,180	63.8	3,820	5,360
El Paso	33,350	25,430	76.3	21,450	3,980
Erath	5,640	3,370	59.8	910	2,460
Falls	9,640	5,490	57.0	1,170	4,320
Fannin	10,880	6,320	58.1	1,290	5,030
Fayette	7,900	4,360	55.2	----	4,360
Fisher	3,330	1,830	55.0	----	1,830
Floyd	3,130	1,930	61.7	630	1,300
Foard	1,640	950	57.9	----	950
Fort Bend	7,300	4,060	55.6	----	4,060
Franklin	2,150	1,150	53.5	----	1,150
Freestone	5,760	3,340	58.0	790	2,550
Frio	2,300	1,380	60.0	490	890
Gaines	670	370	55.2	----	370
Galveston	18,060	15,280	84.6	13,910	1,370
Garza	1,400	790	56.4	----	790
Gillespie	2,890	1,670	57.8	----	1,670
Glasscock	320	180	56.3	----	180
Goliad	2,410	1,330	55.2	----	1,330
Gonzales	6,900	3,930	57.0	840	3,090
Gray	6,140	4,550	74.1	2,550	2,000
Grayson	18,190	12,340	67.8	7,080	5,260
Gregg	4,280	2,660	62.1	1,240	1,420
Grimes	5,890	3,450	58.6	1,120	2,330
Guadalupe	6,960	4,130	59.3	1,190	2,940
Hale	5,140	3,600	70.0	2,080	1,520
Hall	4,250	2,660	62.6	990	1,670
Hamilton	3,550	2,000	56.3	----	2,000
Hansford	920	560	60.9	----	560
Hardeman	3,740	2,400	64.2	1,040	1,360
Hardin	3,770	2,400	63.7	----	2,400
Harris	100,410	85,110	84.8	75,750	9,360
Harrison	12,430	7,760	62.5	3,600	4,130
Hartley	580	340	58.6	50	290
Haskell	4,270	2,480	58.1	630	1,850
Hays	3,730	2,380	63.8	1,150	1,230
Hemphill	1,170	700	59.8	----	700
Henderson	7,450	4,240	56.9	870	3,370
Hidalgo	18,970	12,410	65.4	7,140	5,270
Hill	11,120	6,640	59.7	1,770	4,870
Hockley	2,200	1,220	55.5	----	1,220
Hood	1,790	890	49.7	----	890
Hopkins	7,470	4,300	57.6	1,240	3,060
Houston	7,310	4,110	56.2	950	3,160
Howard	6,100	4,590	75.2	3,300	1,390
Hudspeth	960	550	57.3	----	550
Hunt	13,020	8,250	63.4	3,910	4,340
Hutchinson	4,270	2,960	69.3	1,430	1,530
Irion	550	340	61.8	----	340
Jack	2,380	1,370	57.6	----	1,370
Jackson	2,650	1,470	55.5	----	1,470
Jasper	4,130	2,530	61.3	630	1,900
Jeff Davis	470	290	61.7	----	290
Jefferson	35,920	29,450	82.0	25,400	4,050
Jim Hogg	1,090	670	61.5	----	670
Jim Wells	3,210	1,970	61.4	850	1,120
Johnson	9,010	5,850	64.9	2,690	3,160
Jones	6,250	3,790	60.6	940	2,850
Karnes	5,230	2,970	56.8	530	2,440
Kaufman	9,840	5,820	59.1	1,480	4,340
Kendall	1,440	820	56.9	----	820
Kenedy	170	100	58.8	----	100
Kent	910	500	54.9	----	500
Kerr	2,700	1,880	69.6	1,080	800
Kimble	1,130	650	57.5	----	650
King	290	150	51.7	----	150
Kinney	910	570	62.6	----	570
Kleberg	3,080	2,090	67.9	1,420	670
Knox	2,720	1,550	57.0	----	1,550
Lamas	12,690	7,910	62.3	3,620	4,290
Lamb	4,150	2,420	58.3	570	1,850
Lampasas	2,510	1,580	62.9	690	890
La Salle	1,920	1,170	60.9	500	670
Lavaca	7,110	4,130	58.1	820	3,310
Lee	3,220	1,760	54.7	----	1,760
Leon	5,260	2,830	53.8	----	2,830
Liberty	5,000	3,040	60.8	----	3,040
Limestone	10,250	6,000	58.5	1,510	4,490
Lipscomb	1,170	690	59.0	----	690
Live Oak	2,080	1,150	55.3	----	1,150
Llano	1,500	870	58.0	----	870
Loving	60	40	66.7	----	40
Lubbock	9,880	7,470	75.6	5,630	1,840
Lynn	2,970	1,630	54.9	----	1,630
McCulloch	3,370	2,110	62.6	840	1,270
McLennan	26,170	18,910	72.3	12,920	5,990
McMullen	350	190	54.3	----	190
Madison	3,040	1,620	53.3	----	1,620
Marion	2,680	1,500	56.0	----	1,500
Martin	1,370	760	55.5	----	760
Mason	1,500	840	56.0	----	840
Matagorda	4,730	2,960	62.6	890	2,070
Maverick	1,480	1,040	70.3	900	140
Medina	3,480	1,980	56.9	----	1,980
Menard	1,210	730	60.3	----	730

Texas (Cont'd)

	Total Families	Radio Families	% Ownership	Urban Radio Fam.	Rural Radio Fam.
Midland	2,060	1,600	77.7	1,270	330
Milam	9,510	5,440	57.2	980	4,460
Mills	2,170	1,190	54.8	----	1,190
Mitchell	3,490	2,250	64.5	1,020	1,230
Montague	5,220	3,160	60.5	770	2,390
Montgomery	3,960	2,330	58.8	----	2,330
Moore	390	230	59.0	----	230
Morris	2,450	1,350	55.1	----	1,350
Motley	1,660	940	56.6	----	940
Nacogdoches	7,480	4,400	58.8	1,250	3,150
Navarro	15,550	9,630	61.9	8,530	9,100
Newton	3,050	1,830	60.0	----	1,830
Nolan	5,200	3,840	73.8	2,680	1,160
Nueces	13,070	9,380	71.8	6,720	2,660
Ochiltree	1,390	1,010	72.7	700	310
Oldham	360	220	61.1	----	220
Orange	4,000	2,770	69.5	1,640	1,130
Palo Pinto	4,770	3,150	66.0	1,350	1,800
Panola	5,840	3,100	53.1	----	3,100
Parker	5,140	3,110	60.5	1,190	1,920
Parmer	1,440	800	55.6	----	800
Pecos	2,050	1,370	66.8	520	850
Polk	4,350	2,510	57.7	----	2510
Potter	12,770	11,050	86.5	10,370	680
Presidio	2,280	1,490	65.4	680	810
Rains	1,720	900	52.3	----	900
Randall	1,900	1,390	73.2	980	410
Reagan	930	610	65 6	----	610
Real	580	340	58.6	----	340
Red River	7,750	4,290	55.4	680	3,610
Reeves	1,660	1,190	71.7	750	440
Refugio	1,900	1,140	60.0	----	1,110
Roberts	390	240	61.5	----	240
Robertson	6,910	3,920	56.7	620	3,300
Rockwall	2,120	1,210	57.1	----	1,210
Runnels	5,640	3,440	61.0	990	2,450
Rusk	7,840	4,260	54.3	650	3,610
Sabine	2,990	1,730	57.9	----	1,730
San Augustine	3,010	1,650	54.8	----	1,650
San Jacinto	2,440	1,360	55.7	----	1,360
San Patricio	5,700	3,330	58.4	----	3,330
San Saba	2,630	1,480	56.3	----	1,480
Schleicher	820	480	58.5	----	480
Scurry	2,920	1,780	61.0	670	1,110
Shackelford	1,850	1,130	61.1	----	1,130
Shelby	7,080	3,960	55.9	560	3,400
Sherman	640	380	59.4	----	380
Smith	13,450	8,460	62.9	3,870	4,590
Somervell	830	470	56.6	----	470
Starr	2,430	1,440	59.3	----	1,440
Stephens	4,500	3,050	67.8	1,610	1,440
Sterling	410	240	58.5	----	240
Stonewall	1,390	750	54.0	----	750
Sutton	710	440	62.0	----	440
Swisher	1,860	1,080	58.1	----	1,080
Tarrant	56,280	46,660	82.9	42,050	4,610
Taylor	10,750	8,120	75.5	5,660	2,460
Terrell	740	460	62.2	----	460
Terry	2,130	1,160	54.5	----	1,160
Throckmorton	1,330	770	57.9	----	770
Titus	4,050	2,360	58.3	750	1,610
Tom Green	9,740	7,620	78.2	6,110	1,510
Travis	19,700	14,840	75.3	11,770	3,070
Trinity	3,370	1,970	58.5	----	1,970
Tyler	2,880	1,730	60.1	----	1,730
Upshur	5,490	2,930	53.4	----	2,930
Upton	1,730	1,280	74.0	800	480
Uvalde	3,300	2,160	65.5	1,010	1,150
Val Verde	3,800	2,700	71.1	2,180	520
Van Zandt	8,040	4,390	54.6	----	4,390
Victoria	5,230	3,370	64.4	1,760	1,610
Walker	4,450	2,680	60.2	840	1,840
Waller	2,820	1,620	57.4	----	1,620
Ward	1,290	810	62.8	----	810
Washington	6,780	4,010	59.1	1,470	2,540
Webb	10,060	6,990	69.5	5,650	1,340
Wharton	7,580	4,430	58.4	670	3,760
Wheeler	3,850	2,430	63.1	870	1,560
Wichita	20,460	16,030	78.3	13,110	2,920
Wilbarger	6,370	4,210	66.1	2,040	2,170
Willacy	2,580	1,490	57.8	----	1,490
Williamson	11,470	7,090	61.8	2,520	4,570
Wilson	4,040	2,240	55.4	----	2,240
Winkler	2,240	1,580	70.5	890	690
Wise	5,120	2,950	57.6	----	2,950
Wood	6,050	3,490	57.7	710	2,780
Yoakum	290	150	51.7	----	150
Young	5,240	3,490	66.6	1,920	1,570
Zapata	660	380	57.6	----	380
Zavala	2,190	1,410	64.4	950	460

UTAH

	Total Families	Radio Families	% Ownership	Urban Radio Fam.	Rural Radio Fam.
Total State	**123,000**	**111,000**	**90.2**	**61,800**	**49,200**
Beaver	1,280	1,150	89:8	----	1,150
Box Elder	4,070	3,630	89.2	1,100	2,530
Cache	6,600	5,930	89.8	2,350	3,580
Carbon	4,150	3,680	88.7	1,430	2,250
Daggett	100	90	90.0	----	90
Davis	3,280	2,940	89.6	580	2,360
Duchesne	1,820	1,630	89.6	----	1,630
Emery	1,570	1,410	89.8	----	1,410
Garfield	950	850	89.5	----	850
Grand	450	400	88.9	----	400
Iron	1,750	1,560	89.1	780	780
Juab	2,180	1,890	86.7	1,220	670
Kane	470	420	89.4	----	420
Millard	2,280	2,050	89.9	----	2,050
Morgan	580	520	89.7	----	520
Piute	440	400	90.9	----	400
Rich	400	360	90.0	----	360
Salt Lake	48,950	44,720	91.4	35,530	9,190

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Radio Homes in the United States by States and Counties

(Continued from page 54)

Utah (Cont'd)

	Total Families	Radio Families	% Ownership	Urban Radio Fam.	Rural Radio Fam.
San Juan	780	700	89.7	----	700
Sanpete	3,810	3,420	89.8	----	3,420
Sevier	2,550	2,260	88.6	640	1,620
Summit	2,250	1,980	88.0	950	1,030
Tooele	2,310	2,060	89.2	1,120	940
Uintah	2,120	1,900	89.6	----	1,900
Utah	11,290	10,060	89.1	6,490	3,570
Wasatch	1,280	1,150	89.8	----	1,150
Washington	1,660	1,490	89.8	----	1,490
Wayne	410	370	90.2	----	370
Weber	13,220	11,980	90.6	9,610	2,370

VERMONT

	Total Families	Radio Families	% Ownership	Urban Radio Fam.	Rural Radio Fam.
Total State	**99,000**	**88,600**	**89.5**	**30,000**	**58,600**
Addison	5,050	4,460	88.3	----	4,460
Bennington	6,460	5,850	90.6	2,030	3,820
Caledonia	7,500	6,670	88.9	2,040	4,630
Chittenden	12,330	11,150	90.4	7,270	3,880
Essex	1,880	1,690	89.9	----	1,690
Franklin	7,890	6,990	88.6	1,970	5,020
Grand Isle	1,030	900	87.4	----	900
Lamoille	3,070	2,700	87.9	----	2,700
Orange	4,850	4,250	87.6	----	4,250
Orleans	6,220	5,460	87.8	1,300	4,160
Rutland	13,190	11,930	90.4	4,980	6,950
Washington	11,280	10,200	90.4	5,020	5,180
Windham	7,670	6,860	89.4	3,310	3,550
Windsor	10,580	9,490	89.7	2,080	7,410

VIRGINIA

	Total Families	Radio Families	% Ownership	Urban Radio Fam.	Rural Radio Fam.
Total State	**613,000**	**400,200**	**65.3**	**178,800**	**221,400**
Accomac	10,390	6,140	59.1	----	6,140
Albemarle	10,870	7,150	65.8	3,500	3,650
Alleghany	6,400	4,640	72.5	2,800	1,840
Amelia	2,160	1,110	51.4	----	1,110
Amherst	4,260	2,350	55.2	----	2,350
Appomatox	2,010	1,060	52.7	----	1,060
Arlington	14,320	10,960	76.5	6,090	4,870
Augusta	12,220	7,870	64.4	3,410	4,460
Bath	1,890	1,090	57.7	----	1,090
Bedford	7,120	3,930	55.2	730	3,200
Bland	1,380	750	54.3	----	750
Botetourt	3,800	2,170	57.1	----	2,170
Brunswick	4,570	2,440	53.4	----	2,440
Buchanan	3,310	1,730	52.3	----	1,730
Buckingham	3,190	1,730	54.2	----	1,730
Campbell	16,230	11,660	71.8	8,640	3,020
Caroline	3,570	1,880	52.7	----	1,880
Carroll	5,340	2,820	52.8	210	2,610
Charles City	1,170	640	54.7	----	640
Charlotte	3,690	1,950	52.8	----	1,950
Chesterfield	6,360	3,860	60.7	----	3,860
Clarke	1,840	1,030	56.0	----	1,030
Craig	940	510	54.3	----	510
Culpeper	3,350	1,900	56.7	----	1,900
Cumberland	1,790	950	53.1	----	950
Dickerson	3,340	1,870	56.0	----	1,870
Dinwiddie	12,120	8,210	67.7	6,300	1,910
Elizabeth City	6,700	4,720	70.4	2,400	2,320
Essex	1,790	930	52.0	----	930
Fairfax	6,500	3,930	60.5	----	3,930
Fauquier	5,250	2,940	56.0	----	2,940
Floyd	2,890	1,450	50.2	----	1,450
Fluvanna	1,880	990	52.7	----	990
Franklin	5,580	2,910	52.2	----	2,910
Frederick	6,660	4,550	68.3	2,650	1,900
Giles	2,950	1,660	56.3	----	1,660
Gloucester	2,870	1,630	56.8	----	1,630
Goochland	1,820	970	53.3	----	970
Grayson	4,770	2,610	54.7	310	2,300
Greene	1,350	710	52.6	----	710
Greensville	3,230	1,790	55.4	----	1,790
Halifax	9,340	5,090	54.5	950	4,140
Hanover	4,210	2,310	54.9	----	2,310
Henrico	59,650	49,810	83.5	45,050	4,760
Henry	6,210	3,750	60.4	1,250	2,500
Highland	1,100	580	52.7	----	580
Isle of Wight	3,310	1,890	57.1	----	1,890
James City	1,710	1,120	65.5	580	1,540
King & Queen	1,820	920	50.5	----	920
King George	1,430	750	52.4	----	750
King William	1,980	1,110	56.1	----	1,110
Lancaster	2,320	1,330	57.3	----	1,330
Lee	7,010	4,010	57.2	----	4,010
Loudoun	5,350	3,060	57.2	----	3,060
Louisa	3,570	1,950	54.6	----	1,950
Lunenburg	3,370	1,800	53.4	----	1,800
Madison	2,150	1,140	53.0	----	1,140
Mathews	2,230	1,200	53.8	----	1,200
Mecklenburg	7,540	4,010	53.2	----	4,010
Middlesex	2,050	1,100	53.7	----	1,100
Montgomery	6,720	4,230	62.9	1,260	2,970
Nansemond	8,340	5,220	62.6	2,180	3,040
Nelson	3,860	2,080	53.9	----	2,080
New Kent	1,090	620	56.9	----	620
Norfolk	59,940	47,910	79.9	43,100	4,810
Northampton	4,830	2,910	60.2	610	2,300
Northumberland	2,830	1,560	55.1	----	1,560
Nottoway	3,630	2,090	57.6	----	2,090
Orange	3,140	1,800	57.3	----	1,800
Page	3,850	2,190	56.9	----	2,190
Patrick	3,630	1,840	50.7	----	1,840
Pittsylvania	19,950	12,120	60.8	4,560	7,560
Powhatan	1,360	730	53.7	----	730
Prince Edward	3,600	2,100	58.3	730	1,370
Prince George.	5,320	3,680	69.2	2,260	1,420
Prince William	3,350	1,990	59.4	----	1,990
Princess Anne	4,230	2,440	57.7	----	2,440
Pulaski	4,850	3,080	63.5	1,370	1,710
Rappahannock	1,850	970	52.4	----	970
Richmond	1,710	890	52.0	----	890

Virginia (Cont'd)

	Total Families	Radio Families	% Ownership	Urban Radio Fam.	Rural Radio Fam.
Roanoke	27,020	22,120	81.9	18,360	3,760
Rockbridge	6,360	3,900	61.3	1,590	2,310
Rockingham	9,620	5,800	60.3	1,570	4,230
Russell	5,940	3,290	55.4	----	3,290
Scott	5,630	2,940	52.2	----	2,940
Shenandoah	5,790	3,290	56.8	----	3,290
Smyth	5,670	3,350	59.1	980	2,370
Southampton	6,180	3,400	55.0	590	2,810
Spotsylvania	4,280	2,810	65.7	1,510	1,300
Stafford	2,090	1,120	53.6	----	1,120
Surry	1,860	1,030	55.4	----	1,030
Sussex	2,940	1,620	55.1	----	1,620
Tazewell	7,510	4,540	60.5	690	3,850
Warren	2,160	1,270	58.8	----	1,270
Warwick	12,000	9,120	76.0	7,810	1,310
Washington	10,630	6,440	60.6	2,410	4,030
Westmoreland	2,170	1,180	54.4	----	1,080
Wise	11,670	7,260	62.2	1,710	5,550
Wythe	5,040	2,900	57.5	640	2,260
York	2,140	1,250	58.4	----	1,250

WASHINGTON

	Total Families	Radio Families	% Ownership	Urban Radio Fam.	Rural Radio Fam.
Total State	**468,000**	**443,300**	**94.7**	**254,400**	**188,900**
Adams	2,030	1,950	96.1	----	1,950
Asotin	2,440	2,320	95.1	850	1,470
Benton	3,240	3,120	96.3	----	3,120
Chelan	9,160	8,730	95.3	3,190	5,540
Clallam	6,020	5,670	94.2	2,850	2,820
Clark	11,930	11,360	95.2	5,470	5,890
Columbia	1,620	1,530	94.4	740	790
Cowlitz	9,180	8,650	94.2	4,690	3,960
Douglas	2,320	2,230	96.1	----	2,230
Ferry	1,360	1,310	96.3	----	1,310
Franklin	1,730	1,630	94.2	990	640
Garfield	1,010	970	96.0	----	970
Grant	1,680	1,610	95.8	----	1,610
Grays Harbor	17,320	16,380	94.6	9,690	6,690
Island	1,850	1,780	96.2	----	1,780
Jefferson	2,550	2,390	93.7	1,090	1,300
King	142,190	134,090	94.3	107,370	26,720
Kitsap	9,760	9,270	95.0	3,140	6,130
Kittitas	4,970	4,680	94.2	1,860	2,820
Klickitat	2,960	2,840	96.0	----	2,840
Lewis	11,740	11,150	95.0	3,880	7,270
Lincoln	3,420	3,280	95.9	----	3,280
Mason	2,940	2,780	94.6	870	1,910
Okanogan	5,500	5,260	95.6	650	4,610
Pacific	4,440	4,200	94.6	1,110	3,090
Pend Oreille	2,130	2,040	95.8	----	2,040
Pierce	49,670	46,940	94.5	33,930	13,010
San Juan	1,080	1,040	96.3	----	1,040
Skagit	10,170	9,600	94.4	3,790	5,810
Skamania	920	880	95.7	----	880
Snohomish	24,190	22,990	95.0	9,690	13,300
Spokane	44,710	42,220	94.4	33,160	9,060
Stevens	5,520	5,310	96.2	----	5,310
Thurston	9,490	9,030	95.2	3,600	5,430
Wahkiakum	1,100	1,060	96.4	----	1,060
Walla Walla	7,860	7,460	94.9	4,210	3,250
Whatcom	17,600	16,730	95.1	8,860	7,870
Whitman	7,870	7,500	95.3	1,710	5,790
Yakima	22,330	21,320	95.5	7,010	14,310

WEST VIRGINIA

	Total Families	Radio Families	% Ownership	Urban Radio Fam.	Rural Radio Fam.
Total State	**417,000**	**348,300**	**83.5**	**111,800**	**236,500**
Barbour	4,780	3,920	82.0	----	3,920
Berkeley	7,320	5,840	79.8	3,140	2,700
Boone	5,450	4,530	83.1	----	4,530
Braxton	4,990	4,060	81.4	----	4,060
Brooke	6,150	5,300	86.2	2,700	2,600
Cabell	23,410	20,680	88.3	17,250	3,430
Calhoun	2,340	1,900	81.2	----	1,900
Clay	2,780	2,280	82.0	----	2,280
Doddridge	2,610	2,130	81.6	----	2,130
Fayette	16,440	13,660	83.1	460	13,200
Gilmer	2,470	2,010	81.4	----	2,010
Grant	1,970	1,610	81.7	----	1,610
Greenbrier	8,240	6,790	82.4	----	6,790
Hampshire	2,970	2,420	81.5	----	2,420
Hancock	6,760	5,790	85.7	1,810	3,980
Hardy	2,280	1,850	81.5	----	1,850
Harrison	20,110	16,850	83.8	8,000	8,850
Jackson	3,940	3,190	81.0	----	3,190
Jefferson	4,120	3,400	82.5	----	3,400
Kanawha	38,190	32,280	84.5	16,530	15,750
Lewis	5,240	4,350	83.0	1,670	2,680
Lincoln	3,990	3,240	81.2	----	3,240
Logan	13,150	10,870	82.7	880	9,990
McDowell	19,790	16,380	82.8	920	15,460
Marion	17,350	14,530	83.7	6,140	8,390
Marshall	9,730	8,290	85.2	4,530	3,760
Mason	5,180	4,190	80.9	760	3,430
Mercer	14,310	11,830	82.5	5,460	6,370
Mineral	5,000	4,170	83.4	1,410	2,760
Mingo	8,520	6,960	81.7	1,710	5,250
Monongalia	13,110	10,960	83.6	3,960	7,000
Monroe	2,850	2,300	80.7	----	2,300
Morgan	2,170	1,790	82.5	----	1,790
Nicholas	4,440	3,540	79.7	1,000	2,540
Ohio	19,970	17,760	88.9	15,560	2,200
Pendleton	2,100	1,700	81.0	----	1,700
Pleasants	1,710	1,410	82.5	----	1,410
Pocohontas	3,230	2,650	82.0	----	2,650
Preston	6,980	5,740	82.2	----	5,740
Putnam	3,910	3,190	81.6	----	3,190
Raleigh	15,160	12,440	82.1	1,700	10,740
Randolph	5,800	4,720	81.4	1,510	2,210
Ritchie	4,010	3,290	82.0	----	3,290
Roane	4,270	3,470	81.3	----	3,470
Summers	4,570	3,780	82.7	1,490	2,290
Taylor	4,890	4,060	83.0	1,800	2,260

West Virginia (Cont'd)

	Total Families	Radio Families	% Ownership	Urban Radio Fam.	Rural Radio Fam.
Tucker	3,040	2,520	82.9	----	2,520
Tyler	3,480	2,820	81.0	760	2,060
Upshur	4,540	3,680	81.1	970	2,710
Wayne	6,910	5,640	81.6	1,400	4,240
Webster	3,030	2,480	81.8	----	2,480
Wetzel	5,520	4,520	81.9	640	3,880
Wirt	1,570	1,270	80.9	----	1,270
Wood	15,560	13,470	86.6	7,640	5,830
Wyoming	4,600	3,800	82.6	----	3,800

WISCONSIN

	Total Families	Radio Families	% Ownership	Urban Radio Fam.	Rural Radio Fam.
Total State	**735,000**	**612,700**	**83.4**	**377,000**	**235,700**
Adams	2,100	1,470	70.0	----	1,470
Ashland	4,910	4,010	81.7	2,360	1,650
Barron	8,340	6,100	73.1	1,240	4,860
Bayfield	3,690	2,660	72.1	----	2,660
Brown	16,420	14,030	85.4	9,960	4,070
Buffalo	3,820	2,730	71.5	----	2,730
Burnett	2,630	1,820	69.2	----	1,820
Calumet	4,070	2,940	72.2	----	2,940
Chippewa	8,460	6,460	76.4	2,260	4,200
Clark	8,150	5,700	69.9	----	5,700
Columbia	8,350	6,540	78.3	2,460	4,080
Crawford	4,100	3,080	75.1	960	2,120
Dane	29,120	24,700	84.8	15,880	8,820
Dodge	13,210	10,490	79.4	4,580	5,910
Door	4,420	3,360	76.0	1,220	2,140
Douglas	11,560	10,120	87.5	8,340	1,780
Dunn	6,730	5,000	74.3	1,520	3,480
Eau Claire	10,490	8,950	85.3	6,500	2,450
Florence	910	670	73.6	----	670
Fond Du Lac	15,240	12,690	83.3	8,040	4,650
Forest	2,350	1,790	76.2	----	1,790
Grant	10,290	7,720	75.0	1,180	6,540
Green	6,070	4,680	77.1	1,480	3,200
Green Lake	3,860	3,010	78.0	1,110	1,900
Iowa	5,320	3,860	72.6	----	3,860
Iron	2,220	1,750	78.8	680	1,070
Jackson	4,010	2,830	70.6	----	2,830
Jefferson	10,190	8,270	81.2	4,460	3,810
Juneau	4,580	3,320	72.5	----	3,320
Kenosha	15,630	14,040	89.8	11,720	2,320
Kewaunee	4,000	2,880	72.0	----	2,880
La Crosse	13,760	11,970	87.0	9,520	2,450
Lafayette	4,840	3,500	72.3	----	3,500
Langlade	4,990	3,940	79.0	1,990	1,950
Lincoln	5,110	4,140	81.0	2,680	1,460
Manitowoc	14,380	12,000	83.4	7,760	4,240
Marathon	15,920	12,580	79.0	5,790	6,790
Marinette	7,870	6,260	79.5	3,120	3,140
Marquette	2,530	1,820	71.9	----	1,820
Milwaukee	183,030	170,490	93.1	163,280	7,210
Monroe	7,050	5,370	76.2	2,120	3,250
Oconto	6,000	4,460	74.3	1,170	3,290
Oneida	3,860	3,200	82.9	1,840	1,360
Outagamie	15,020	12,630	84.1	8,400	4,230
Ozaukee	4,450	3,440	77.3	910	2,530
Pepin	1,950	1,390	71.3	----	1,390
Pierce	5,520	3,940	71.4	----	3,940
Polk	6,510	4,560	70.0	----	4,560
Portage	7,510	5,950	79.2	3,030	2,920
Price	4,070	2,990	73.5	610	2,380
Racine	22,740	20,470	90.0	17,410	3,060
Richland	4,880	3,610	74.0	1,000	2,610
Rock	20,190	17,340	85.9	12,440	4,900
Rusk	3,770	2,760	73.2	780	1,980
St. Croix	6,340	4,660	73.5	750	3,910
Sauk	8,510	6,610	77.7	2,460	4,150
Sawyer	2,160	1,570	72.7	----	1,570
Shawano	7,590	5,580	73.5	990	4,590
Sheboygan	18,620	15,920	85.5	11,370	4,550
Taylor	4,000	2,800	70.0	----	2,800
Trempealeau	5,780	4,140	71.6	----	4,140
Vernon	7,010	5,050	72.0	740	4,310
Vilas	1,790	1,360	76.0	----	1,360
Walworth	8,740	6,980	79.9	2,800	4,180
Washburn	2,740	1,980	72.3	----	1,980
Washington	6,590	5,140	78.0	2,130	3,010
Waukesha	13,050	10,630	81.5	5,070	5,560
Waupaca	8,520	6,600	77.5	2,610	3,990
Waushara	3,790	2,690	71.0	----	2,690
Winnebago	19,570	17,220	88.0	14,190	3,030
Wood	9,010	7,290	80.9	4,090	3,200

WYOMING

	Total Families	Radio Families	% Ownership	Urban Radio Fam.	Rural Radio Fam.
Total State	**62,000**	**49,800**	**80.3**	**18,100**	**31,700**
Albany	3,440	2,950	85.8	2,280	670
Big Horn	2,810	2,180	77.6	----	2,180
Campbell	1,960	1,350	68.9	----	1,350
Carbon	3,160	2,620	82.9	1,110	1,510
Converse	2,010	1,500	74.6	----	1,500
Crook	1,490	1,020	68.5	----	1,020
Fremont	2,990	2,310	77.3	----	2,310
Goshen	3,010	2,180	72.4	----	2,180
Hot Springs	1,690	1,370	81.1	----	1,370
Johnson	1,360	1,010	74.3	----	1,010
Laramie	6,890	5,950	86.4	4,500	1,450
Lincoln	2,730	2,180	79.9	----	2,180
Natrona	7,320	6,380	87.2	4,490	1,890
Niobrara	1,390	1,010	72.7	----	1,010
Park	2,340	1,800	77.1	----	1,800
Platte	2,560	1,890	73.8	----	1,890
Sheridan	4,640	3,850	83.0	2,300	1,550
Sublette	540	380	70.4	----	380
Sweetwater	5,090	4,350	85.5	2,690	1,660
Teton	530	390	73.6	----	390
Uinta	1,590	1,290	81.1	740	550
Washakie	1,050	790	75.2	----	790
Weston	1,340	990	73.9	----	990
Yellowstone National Park	70	60	85.7	----	70

Summary of

Canadian Radio Homes by Provinces, Counties and Census Divisions

Estimated as of 1937; Data Supplied October, 1939

(Compiled by Statistics Branch, Engineering Division, Canadian Broadcasting Corp.)

Total Canada Population: 11,120,000. Total Families: 2,419,360. Total Radio Homes: 1,438,602

Urban Families: 1,333,579. Rural Families: 1,085,781

The Radio Year of 1937-38 marked the establishment of commercial network activities by the Canadian Broadcasting Corp. This undertaking immediately created a demand for a type of statistics not previously available through organized sources.

The publishing of results with any degree of authority is dependent upon the availability of reliable information. Machinery required for the gathering of coverage and survey statistics had to be established and set in motion collecting material which could be vouched for and conservatively represent the picture. Physical proof of listener interest to both day and night programmes on the network and on individual stations is constantly being assembled by the C. B. C.

This information, combined with estimates of the population within the 0.5 millivolt per meter contours of each station, known as the primary listening area, has formed a basis from which to calculate.

Note: In the western Canadian provinces of Manitoba, Saskatchewan, Alberta, and British Columbia, there are no county divisions, but census divisions. The census divisions are known by number and so shown in this summary. To assist in locating the census divisions on a map, each census division is designated by its main municipality as shown on a map in the official government Canada Year Book.

ALBERTA

Census Divisions	*Radio Homes*
Total Province	**124,263**
1 (Medicine Hat)	4,687
2 (Lethbridge)	8,672
3 (Brooks)	1,574
4 (High River)	4,533
5 (Hanna)	1,982
6 (Calgary)	34,341
7 (Provost)	4,080
8 (Red Deer)	10,725
9. (Jasper)	3,393
10 (Vermilion)*	5,685
11 (Edmonton)	32,934
12 (Edson)	1,813
13 (St. Paul)	2,127
14 (Athabasca)	3,680
15 (Peace River)	1,127
16 (Grande Prairie)	2,723
17 (Waterways)	187

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* Municipality designated by editor, as none shown in Canada Year Book.

BRITISH COLUMBIA

Census Divisions	*Radio Homes*
Total Province	**120,287**
1 (Fernie)	3,093
2 (Trail)	8,399
3 (Kelowna)	7,179
4 (Vancouver)	73,448
5 (Victoria)	20,425
6 (Kamloops)	3,115
7 (Powell River)	1,958
8 (Prince George)	1,391
9 (Prince Rupert)	981
10 (Finlay Forks)	298

MANITOBA

Census Divisions	*Radio Homes*
Total Province	**94,212**
1 (Giroux)*	587
2 (Morden)	2,785
3 (Pilot Mound)	2,495
4 (Deloraine)	1,432
5 (Beausejour)*	2,336
6 (Winnipeg)	62,413
7 (Brandon)	5,581
8 (Souris)	2,201
9 (Stonewall)*	1,970
10 (Neepawa)	2,136
11 (Minnedosa)	3,340
12 (Gimli)	728
13 (Dauphin)	2,186
14 (Gilbert Plains)	1,463
15 (Swan River)	708
16 (The Pas)	1,851

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* Municipality designated by editor, as none shown in official Canada Year Book.

NEW BRUNSWICK

Counties	*Radio Homes*
Total Province	**35,710**
Albert	346
Carleton	1,652
Charlotte	2,177
Gloucester	893
Kent	438
Kings	1,931
Madawaska	866
Northumberland	1,553
Queens	749
Restigouche	1,736
Sunbury	339
St. John	10,631
Victoria	879
Westmorland	7,762
York	3,758

NOVA SCOTIA

Counties	*Radio Homes*
Total Province	**52,470**
Annapolis	1,140
Antigonish	538
Cape Breton	11,321
Colchester	2,652
Cumberland	4,221
Digby	1,229
Guysboro	636
Halifax	15,301
Hants	1,674
Inverness	687
Kings	2,488
Lunenburg	2,343
Pictou	4,350
Queens	722
Richmond	333
Shelburne	750
Victoria	259
Yarmouth	1,826

ONTARIO

Counties	*Radio Homes*
Total Province	**572,998**
Algome	5,709
Brant	9,690
Bruce	4,782
Carleton	39,426
Cochrane	5,957
Dufferin	1,417
Dundas	2,061
Durham	3,247
Elgin	6,248
Essex	22,865
Frontenac	7,308
Glengarry	988
Grenville	3,154
Grey	6,175
Haldimand	2,412
Haliburton	504
Halton	5,155
Hastings	6,337
Huron	4,948
Kenora	3,877
Kent	8,563
Lambton	7,516
Lanark	5,244
Leeds	4,346
Lennox & Addington	2,367
Lincoln	10,955
Manitoulin	598
Middlesex	23,289
Muskoka	2,369

ONTARIO (Cont'd)

Counties	*Radio Homes*
Nippissing	5,369
Norfolk	3,881
Northumberland	3,373
Ontario	10,518
Oxford	8,165
Parry Sound	1,978
Peel	3,481
Perth	9,150
Peterboro	6,981
Prescott	1,659
Prince Edward	3,254
Rainy River	1,937
Renfrew	5,230
Russell	1,238
Simcoe	6,919
Stormant	5,459
Sudbury	5,649
Thunder Bay	12,553
Timiskaming	6,573
Victoria	3,520
Waterloo	16,623
Welland	16,887
Wellington	8,081
Wentworth	38,190
York	178,706
District of Patricia	91

PRINCE EDWARD ISLAND

Counties	*Radio Homes*
Total Province	**10,831**
Kings	1,641
Queens	5,397
Prince	3,793

QUÉBEC

Counties	*Radio Homes*
Total Province	**317,780**
Abitibi	1,306
Argenteuil	1,364
Arthabaska	1,289
Bagot	762
Beauce	1,514
Beauharnois	2,627
Bellechasse	629
Berthier	747
Bonaventure	610
Brome	1,864
Chambly	3,758
Champlain	4,293

QUEBEC (Cont'd)

Counties	*Radio Homes*
Charlevoix	547
Chateauguay	812
Chicoutimi	6,367
Compton	1,126
Deux-Montagnes	533
Dorchester	460
Drummond	2,380
Frontenac	690
Gaspe	506
Hull	5,867
Huntingdon	743
Iberville	649
Joliette	2,268
Kamouraska	581
Labelle	391
Lac St. Jean	2,179
Laprairie	485
L'Assomption	770
Levis	3,613
L'Islet	725
Lotbiniere	762
Maskinonge	952
Matane	1,299
Megantic	2,057
Missisquoi	1,562
Montcalm	629
Montmagny	920
Montmorency	579
Montreal Dist. & Jesus Island	187,468
Napierville	355
Nicolet	1,063
Papineau	1,567
Pontiac	404
Portneuf	2,233
Quebec	25,792
Richlieu	1,631
Richmond	1,602
Rimouski	862
Rouville	729
Saguenay	404
Shefford	1,882
Sherbrooke	5,761
Soulanges	504
Stanstead	2,540
St. Hyacinthe	2,937
St. Jean	2,487
St. Maurice	7,605
Temiskamingue	1,277
Temiscouata	1,418
Terrebonne	3,498
Vaudreuil	706
Vercheres	953
Wolfe	401
Yamska	386

SASKATCHEWAN

Census Divisions	*Radio Homes*
Total Province	**110,051**
1 (Estevan)	2,895
2 (Weyburn)	4,362
3 (Assiniboia)	2,901
4 (Shaunavon)	1,485
5 (Moosomin)	5,589
6 (Regina)	20,910
7 (Moose Jaw)	10,468
8 (Swift Current)	4,904
9 (Yorkton)	4,466
10 (Wynyard)	3,250
11 (Saskatoon)	17,461
12 (Biggar)	4,322
13 (Wilkie)	3,656
14 (Melfort)	5,719
15 (Prince Albert)	8,903
16 (North Battleford)	5,318
17 (Lashburn)	3,173
18 (North of 54th Parallel of Latitude)*	269

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* Designated by editor, as not designated in Canada Year Book.

CKAC MONTREAL

Covers 90% of the population of the

PROVINCE OF QUEBEC

CANADA'S BUSIEST STATION

in

CANADA'S MOST UNIQUE MARKET

THE COLUMBIA STATION IN MONTREAL

U. S. AND TORONTO, CANADA, JOE. H. McGILLVRA—MONTREAL, PHIL LALONDE

Joint Committee on Radio Research's Estimated Number of Families Owning Radio Sets: Urban and Rural

By State and Census Geographic Divisions as of January 1, 1938

	URBAN[1]			VILLAGES[2]			FARMS			TOTAL RURAL			TOTAL		
STATE	July 1937 Families	% Ownership	1938 Radio Families	July 1937 Families	% Ownership	1938 Radio Families	July 1937 Families	% Ownership	1938 Radio Families	July 1937 Families	% Ownership	1938 Radio Families	July 1937 Families	% Ownership	1938 Radio Families
Alabama	207,000	75	154,600	153,000	59	90,400	310,000	42	130,200	463,000	48	220,600	670,000	56	375,200
Arizona	37,000	89	33,100	46,000	72	33,100	21,000	64	13,400	67,000	69	46,500	104,000	77	79,600
Arkansas	113,000	78	88,100	105,000	55	57,500	283,000	39	109,200	388,000	43	166,700	501,000	51	254,800
California	1,369,000	94	1,287,100	285,000	97	275,600	164,000	96	157,100	449,000	96	432,700	1,818,000	95	1,719,800
Colorado	152,000	91	138,200	66,000	81	53,100	70,000	60	42,200	136,000	70	95,300	288,000	81	233,500
Connecticut	306,000	92	281,400	110,000	93	102,700	21,000	86	18,000	131,000	92	120,700	437,000	92	402,100
Delaware	34,000	90	30,800	21,000	84	17,700	12,000	76	9,100	33,000	81	26,800	67,000	86	57,600
District of Columbia	168,000	91	152,900	....	..	....	....	..	....	....	..	....	168,000	91	152,900
Florida	238,000	80	189,500	135,000	59	79,300	70,000	42	29,100	205,000	53	108,400	443,000	67	297,900
Georgia	245,000	74	180,500	157,000	58	90,400	314,000	32	99,900	471,000	40	190,300	716,000	52	370,800
Idaho	38,000	90	34,200	38,000	81	30,600	48,000	71	33,900	86,000	75	64,500	124,000	80	98,700
Illinois	1,526,000	93	1,426,600	287,000	86	248,000	250,000	73	182,500	537,000	80	430,500	2,063,000	90	1,857,100
Indiana	522,000	92	480,300	192,000	90	173,000	220,000	74	163,500	412,000	82	336,500	934,000	87	816,800
Iowa	281,000	93	262,500	162,000	86	139,700	237,000	74	175,600	399,000	79	315,300	680,000	85	577,800
Kansas	204,000	93	189,300	125,000	78	97,500	172,000	47	81,000	297,000	60	178,500	501,000	73	367,800
Kentucky	242,000	86	208,600	174,000	70	121,600	292,000	56	164,700	466,000	61	286,300	708,000	70	494,900
Louisiana	215,000	78	168,100	111,000	51	56,300	184,000	40	73,000	295,000	44	129,300	510,000	58	297,400
Maine	88,000	91	79,700	91,000	94	85,300	42,000	86	36,100	133,000	91	121,400	221,000	91	201,100
Maryland	251,000	90	225,100	106,000	84	89,000	53,000	77	41,000	159,000	82	130,000	410,000	87	355,100
Massachusetts	992,000	92	912,100	92,000	96	88,300	20,000	94	18,800	112,000	96	107,100	1,104,000	92	1,019,200
Michigan	827,000	93	771,100	204,000	93	189,900	189,000	85	161,200	393,000	89	351,100	1,220,000	92	1,122,200
Minnesota	331,000	93	309,300	118,000	88	104,100	203,000	71	143,500	321,000	77	247,600	652,000	85	556,900
Mississippi	91,000	71	64,600	84,000	51	42,600	319,000	31	99,800	403,000	35	142,400	494,000	42	207,000
Missouri	562,000	94	525,600	205,000	76	154,800	305,000	47	142,400	510,000	58	297,200	1,072,000	77	822,800
Montana	49,000	91	44,400	42,000	78	32,800	51,000	73	37,400	93,000	75	70,200	142,000	81	114,600
Nebraska	129,000	93	120,100	88,000	82	72,200	135,000	68	91,800	223,000	74	164,000	352,000	81	284,100
Nevada	12,000	91	11,000	14,000	97	13,600	4,000	98	3,900	18,000	97	17,500	30,000	95	28,500
New Hampshire	77,000	91	69,700	43,000	91	39,000	16,000	98	15,700	59,000	93	54,700	136,000	92	124,400
New Jersey	904,000	94	845,400	163,000	92	149,300	31,000	90	27,800	194,000	91	177,100	1,098,000	93	1,022,500
New Mexico	27,000	88	23,700	39,000	59	23,100	36,000	43	15,500	75,000	51	38,600	102,000	61	62,300
New York	2,806,000	93	2,623,300	381,000	93	353,600	185,000	84	155,400	566,000	90	509,000	3,372,000	93	3,132,300
North Carolina	206,000	79	161,900	188,000	54	101,700	342,000	42	145,000	530,000	47	246,700	736,000	55	408,600
North Dakota	28,000	94	26,200	45,000	73	32,800	83,000	73	60,600	128,000	73	93,400	156,000	77	119,600
Ohio	1,215,000	93	1,130,200	311,000	96	297,900	251,000	85	213,400	562,000	91	511,300	1,777,000	92	1,641,500
Oklahoma	233,000	87	202,500	149,000	74	109,800	237,000	60	142,000	386,000	65	251,800	619,000	73	454,300
Oregon	157,000	94	147,000	78,000	98	76,400	64,000	97	62,000	142,000	97	138,400	299,000	95	285,400
Pennsylvania	1,687,000	92	1,553,900	564,000	88	495,700	201,000	78	156,800	765,000	85	652,500	2,452,000	90	2,206,400
Rhode Island	155,000	92	142,500	11,000	94	10,300	3,000	90	2,700	14,000	93	13,000	169,000	92	155,500
South Carolina	99,000	70	69,500	114,000	58	66,600	194,000	37	71,200	308,000	45	137,800	407,000	51	207,300
South Dakota	34,000	93	31,700	46,000	83	38,100	87,000	73	63,100	133,000	76	101,200	167,000	80	132,900
Tennessee	259,000	82	211,200	134,000	76	101,300	296,000	50	147,400	430,000	58	248,700	689,000	67	459,900
Texas	661,000	84	556,200	300,000	67	199,800	555,000	50	277,500	855,000	56	477,300	1,516,000	68	1,033,500
Utah	68,000	91	61,800	33,000	89	29,500	22,000	90	19,700	55,000	89	49,200	123,000	90	111,000
Vermont	33,000	91	30,000	38,000	94	35,600	28,000	82	23,000	66,000	89	58,600	99,000	90	88,600
Virginia	217,000	82	178,800	177,000	65	115,200	219,000	49	106,200	396,000	56	221,400	613,000	65	400,200
Washington	271,000	94	254,400	113,000	95	107,400	84,000	97	81,500	197,000	96	188,900	468,000	95	443,300
West Virginia	130,000	86	111,800	189,000	84	158,200	98,000	80	78,300	287,000	82	236,500	417,000	84	348,300
Wisconsin	404,000	93	377,000	137,000	80	110,000	194,000	65	125,700	331,000	71	235,700	735,000	83	612,700
Wyoming	20,000	90	18,100	23,000	86	19,700	19,000	63	12,000	42,000	75	31,700	62,000	80	49,800
GEOGRAPHIC DIVISIONS[3]															
New England	1,651,000	92	1,515,400	385,000	94	361,200	130,000	88	114,300	515,000	92	475,500	2,166,000	92	1,990,900
Middle Atlantic	5,397,000	93	5,022,600	1,108,000	90	998,600	417,000	82	340,000	1,525,000	88	1,338,600	6,922,000	92	6,361,200
E. North Central	4,494,000	93	4,185,200	1,131,000	90	1,018,800	1,104,000	77	846,300	2,235,000	83	1,865,100	6,729,000	90	6,050,300
W. North Central	1,569,000	93	1,464,700	789,000	81	639,200	1,222,000	62	758,000	2,011,000	69	1,397,200	3,580,000	80	2,861,900
South Atlantic	1,588,000	82	1,300,800	1,087,000	66	718,100	1,302,000	45	579,800	2,389,000	54	1,297,900	3,977,000	65	2,598,700
E. South Central	799,000	80	639,000	545,000	65	855,900	1,217,000	45	542,100	1,762,000	51	898,000	2,561,000	60	1,537,000
W. South Central	1,222,000	83	1,014,900	665,000	64	423,400	1,259,000	48	601,700	1,924,000	53	1,025,100	3,146,000	65	2,040,000
Mountain	403,000	90	364,500	301,000	78	235,500	271,000	66	178,000	572,000	72	413,500	975,000	80	778,000
Pacific	1,797,000	94	1,688,500	476,000	97	459,400	312,000	96	300,600	788,000	96	760,000	2,585,000	95	2,448,500
U. S. Total	**18,920,000**	**91**	**17,195,600**	**6,487,000**	**80**	**5,210,100**	**7,234,000**	**59**	**4,260,800**	**13,721,000**	**69**	**9,470,900**	**32,641,000**	**82**	**26,666,500**

FOOTNOTES—Figures above do not include automobile radios or extra sets in homes. It is estimated there are 3.96 persons per family. State figures are by U. S. census classifications. [1] Urban includes communities over 2,500 population. [2] Villages are communities under 2,500 population. [3] Geographical Divisions: *New England*—Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, Vermont. *Middle Atlantic*—New York, New Jersey, Pennsylvania. *East North Central*—Illinois, Indiana, Michigan, Ohio, Wisconsin. *West North Central*—Iowa, Kansas, Minnesota, Missouri, Nebraska, North Dakota, South Dakota. *South Atlantic*—Delaware, Florida, Georgia, Maryland, North Carolina, South Carolina, Virginia, West Virginia. *East South Central*—Alabama, Kentucky, Mississippi, Tennessee. *West South Central*—Arkansas, Louisiana, Oklahoma, Texas. *Mountain*—Arizona Colorado, Idaho, Montana, Nevada, New Mexico, Utah, Wyoming. *Pacific*—California, Oregon, Washington.

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Joint Committee On Radio Research: Rural Survey Findings

All Figures as of January 1, 1938

Synopsis of Joint Committee Study

	RURAL		URBAN		COMBINED	
Total U. S. Families	13,721,000	100.0%	18,920,000	100.0%	32,641,000	100.0%
Total Radio Families	9,470,900	69.0	17,195,600	91.0	26,666,500	82.0
Radio Homes with 2 or more Sets	549,312	5.8*	3,404,729	19.8*	3,954,041	14.8*
Median Number of Years Radio Families have owned Sets	7.0 years		8.2 years		7.7 years	
Radio Families Owning an Automobile	7,775,609	82.1*	11,675,812	67.9*	19,451,421	72.9*
Radio Families Owning an Auto-Radio	1,269,101	13.4*	3,370,338	19.6*	4,639,438	17.4*
Radio Families Listening Sometime Daily						
Average Weekday (Mon. thru Fri.)	8,438,572	89.1*	13,825,262	80.4*	22,263,834	83.5*
Saturdays	8,315,450	87.8*	13,189,025	76.7*	21,504,475	80.6*
Sundays	8,163,916	86.2*	13,189,025	76.7*	21,352,941	80.1*
Average 7 Days	8,381,746	88.5*	13,722,089	79.8*	22,103,835	82.9*
Median Hours of Daily Use of Radio						
Based on All Sets Owned	4:47 hours		4:09 hours		4:22 hours	
Based on Sets in Use Some Time During the Total Day	5:18 hours		5:12 hours		5:14 hours	

NOTE: In this study, the term "Rural population" conforms to the definition of the U. S. Census Bureau—those living on rural farms or in villages of less than 2500 population. The Census shows several hundred thousand people living on farms in urban areas. These, however, are not classified as "Rural population." The Urban data, shown here for comparison with the new rural data, are from the Starch Quarterly Urban Radio Surveys for 1937. * 100%—All Radio Homes.

Rural Radio Ownership by Economic Groups

RURAL RADIO OWNERSHIP FACTORS	ECONOMIC GROUP High	Middle	Low	U. S. RURAL TOTAL
Percentage of all Rural Families owning home radios	89.0	71.0	47.0	69.0
Percentage of Rural Radio Families with radio set in working order	97.8	96.6	94.4	96.6
Percentage of Rural Radio Families with more than one home radio set	10.5	3.8	1.6	5.8
Number of years average Rural Radio Family has owned a radio	8.3	6.6	5.9	7.0
Percentage of Rural Radio Families owning an automobile	92.3	82.2	65.0	82.1
Percentage of Rural Radio Families with radio-equipped automobiles	22.6	10.0	4.2	13.4

The interviews in each county were divided into three groups of equal number, representing the top, middle and low economic levels of the community. No fixed "national" standards of cash income or size of farm were applied. In this way representative samples in all income and social levels were obtained, regardless of sectional variations in income standards and living costs.

It will be noted that the radio ownership of the upper third of rural population is very close to overall urban radio ownership: 89% in the upper third of rural classification as compared with 91% ownership among all urban families.*

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* Starch Urban data, see page 60 for breakdowns between farm and village ownership, and details of economic classifications.

Summary of Basic Radio Ownership Factors By Geographic Areas

GEOGRAPHIC AREAS	Percent All Rural Families Owning Radios	Percent Rural Radio Families with Radio in Working Order	Percent Rural Radio Families with More Than One Home Radio	Number of Years Typical Rural Radio Family Has Owned Radio	Percent of Rural Radio Families Owning an Automobile	Percent Rural Radio Families with Automobile Radio
New England	92.0%	98.5%	12.7%	10.0	77.2%	14.0%
W. No. Central	69.0	94.6	2.2	8.0	85.0	12.3
South Atlantic	54.0	96.2	4.7	5.8	76.9	9.6
East No. Central	83.0	97.7	5.3	7.6	85.4	12.0
Middle Atlantic	88.0	96.5	5.6	7.9	81.7	13.5
West So. Central	53.0	97.2	4.8	5.6	85.0	18.8
East So. Central	51.0	95.7	4.3	6.2	70.2	8.4
Mountain	72.0	93.9	4.6	6.7	82.7	13.8
Pacific	96.0	99.6	14.3	7.9	95.6	25.0
U. S. TOTAL	69.0%	96.6%	5.8%	7.0	82.1%	13.4%

States Arranged According to Number of Rural Radio Families*

States arranged according to number of Rural Radio Families	Number of All Families**	National Ranking of States	% Rural Families of Total	Number of Rural Families**	National Ranking of States	% Rural Families With RADIOS	Rural RADIO Families	National Ranking of States
Pennsylvania	2,452,000	2	31.2	765,000	2	85.0	625,500	1
Ohio	1,777,000	5	31.6	562,000	4	91.0	511,300	2
New York	3,372,000	1	16.8	566,000	3	90.0	509,000	3
Texas	1,516,000	6	56.4	855,000	1	56.0	477,300	4
California	1,818,000	4	24.7	449,000	11	96.0	432,700	5
Illinois	2,063,000	3	26.0	537,000	5	80.0	430,500	6
Michigan	1,220,000	7	32.2	393,000	17	89.0	351,100	7
Indiana	934,000	11	44.1	412,000	13	82.0	336,500	8
Iowa	680,000	17	58.7	399,000	15	79.0	315,300	9
Missouri	1,072,000	10	47.6	510,000	7	58.0	297,200	10
Kentucky	708,000	15	65.8	466,000	9	61.0	286,300	11
Oklahoma	619,000	20	62.4	386,000	19	65.0	251,800	12
Tennessee	689,000	16	62.4	430,000	12	58.0	248,700	13
Minnesota	652,000	19	49.2	321,000	21	77.0	247,600	14
North Carolina	736,000	12	72.0	530,000	6	47.0	246,700	15
West Virginia	417,000	28	68.8	287,000	25	82.0	236,500	16
Wisconsin	735,000	13	45.0	331,000	20	71.0	235,700	17
Virginia	613,000	21	64.6	396,000	16	56.0	221,400	18
Alabama	670,000	18	69.1	463,000	10	48.0	220,600	19
Georgia	716,000	14	65.8	471,000	8	40.0	190,300	20
Washington	468,000	25	42.1	197,000	28	96.0	188,900	21
Kansas	501,000	23	59.3	297,000	23	60.0	178,500	22
New Jersey	1,098,000	9	17.7	194,000	29	91.0	177,100	23
Arkansas	501,000	23	77.4	388,000	18	43.0	166,700	24
Nebraska	352,000	31	63.4	223,000	26	74.0	164,000	25
Mississippi	494,000	24	81.6	403,000	14	35.0	142,400	26
Oregon	299,000	32	47.5	142,000	31	97.0	138,400	27
South Carolina	407,000	30	75.7	308,000	22	45.0	137,800	28
Maryland	410,000	29	38.8	159,000	30	82.0	130,000	29
Louisiana	510,000	22	57.8	295,000	24	44.0	129,300	30
Maine	221,000	34	60.2	133,000	33	91.0	121,400	31
Connecticut	437,000	27	30.0	131,000	34	92.0	120,700	32
Florida	443,000	26	46.3	205,000	27	53.0	108,400	33
Massachusetts	1,104,000	8	10.1	112,000	36	96.0	107,100	34
South Dakota	167,000	36	79.6	133,000	33	76.0	101,200	35
Colorado	288,000	33	47.2	136,000	32	70.0	95,300	36
North Dakota	156,000	37	82.1	128,000	35	73.0	93,400	37
Montana	142,000	38	65.5	93,000	37	75.0	70,200	38
Idaho	124,000	40	69.4	86,000	38	75.0	64,500	39
Vermont	99,000	44	66.7	66,000	41	89.0	58,600	40
New Hampshire	136,000	39	43.4	59,000	42	93.0	54,700	41
Utah	123,000	41	44.7	55,000	43	89.0	49,200	42
Arizona	104,000	42	64.4	67,000	40	69.0	46,500	43
New Mexico	102,000	43	73.5	75,000	39	51.0	38,600	44
Wyoming	62,000	46	67.7	42,000	44	75.0	31,700	45
Delaware	67,000	45	49.3	33,000	45	81.0	26,800	46
Nevada	30,000	47	60.0	18,000	46	97.0	17,500	47
Rhode Island	169,000	35	8.3	14,000	47	93.0	13,000	48
Dist. of Columbia	168,000	49	—	—	—	—	—	49
TOTAL U. S.	32,641,000		42%	13,721,000		69%	9,470,900	

*See page 60 for breakdown between village and farm ownership.
**Estimated as of July 1, 1937 by Joint Committee on Radio Research.

Average Hours of Daily Use for All Rural Radio Families

	7 Day Av. Hrs.	Min.	5 Day Av. Hrs.	Min.	Saturday Hrs.	Min.	Sunday Hrs.	Min.
By ECONOMIC GROUPS								
HIGH Rural Group	4	58	5	05	4	53	4	40
MIDDLE Rural Group	4	48	4	55	4	49	4	27
LOW Rural Group	4	26	4	29	4	45	4	12
TOTAL	4	47	4	54	4	50	4	26
By GEOGRAPHIC AREAS								
New England	5	07	5	13	5	27	4	27
Middle Atlantic	4	33	4	43	4	26	4	28
East North Central	5	01	5	13	5	10	4	20
West North Central	4	09	4	09	4	11	4	02
South Atlantic	4	24	4	22	4	46	4	11
East South Central	4	14	3	58	4	27	4	27
West South Central	5	23	5	25	5	19	5	23
Mountain	4	52	5	08	4	53	4	16
Pacific	5	51	6	21	5	17	5	29
TOTAL	4	47	4	54	4	50	4	26

Per Cent of All Rural Radios in Use by Periods of Day and Night

(Percentages show total U. S. rural audience, in terms of New York broadcasting time, properly weighted for coast to coast average)

	Average Percentage of all rural radio families listening any half-hour
AVERAGE WEEKDAY	
9:00-12:00 Noon	26.5%
12:00 Noon-3:00 P. M.	26.5
3:00-6:00 P. M.	19.7
6:00-10:00 P. M.	50.9
10:00-12:00 Midnight	29.6
SATURDAY	
9:00-12:00 Noon	25.8
12:00 Noon-3:00 P. M.	28.2
3:00-6:00 P. M.	25.3
SATURDAY (Continued)	
6:00-9:00 P. M.	45.5
9:00-12:00 Midnight	29.8
SUNDAY	
9:00-12:00 Noon	24.8
12:00-3:00 P. M.	25.3
3:00-6:00 P. M.	24.1
6:00-9:00 P. M.	46.6
9:00-12:00 Midnight	25.3

NOTE: These percentages apply to Total Rural Radio Families. See detailed tables on page 60 for farm and village percentages, and breakdowns by time zones and by half hour periods.

UNITED STATES FAMILIES: A RADIO TIME-BUYERS' GUIDE

Special Urban and Rural Breakdowns of Radio Census of Joint Committee on Radio Research

As Compiled by NBC

	ALL FAMILIES					URBAN FAMILIES							RURAL FAMILIES						
STATES	All Families*	Rank of State	All Radio Families**	Rank of State	All Radio Families Are This % of All Families	All Urban Families*	Rank of State	All Urban Families Are This % of All Families	Urban Radio Families**	Rank of State	Urban Radio Families Are This % of All Radio Families	Urban Radio Families Are This % of All Urban Families	All Rural Families*	Rank of State	All Rural Families Are This % of All Families	Rura Radio Families**	Rank of State	Rural Radio Families Are This % of All Radio Families	Rural Radio Families Are This % of All Rural Families
Alabama	670,000	18	375,200	22	56	207,000	25	31	154,600	27	41	75	463,000	10	69	220,600	19	59	48
Arizona	104,000	44	79,600	45	77	37,000	42	36	33,100	42	42	89	67,000	41	64	46,500	43	58	69
Arkansas	501,000	23	254,800	31	51	113,000	34	23	88,100	34	35	78	388,000	18	77	166,700	24	65	43
California	1,818,000	4	1,719,800	4	95	1,369,000	4	75	1,287,100	4	25	94	449,000	11	25	432,700	5	25	96
Colorado	288,000	34	233,500	32	81	152,000	31	53	138,200	31	59	91	136,000	32	47	95,300	36	41	70
Connecticut	437,000	28	402,100	20	92	306,000	14	70	281,400	14	70	92	131,000	35	30	120,700	32	30	92
Delaware	67,000	47	57,600	47	86	34,000	43	51	30,800	44	53	90	33,000	46	49	26,800	46	47	81
District of Col.	168,000	37	152,900	37	91	168,000	28	100	152,900	28	100	91	....	..	..	....	..	..	..
Florida	443,000	27	297,900	27	67	238,000	21	54	189,500	21	64	80	205,000	27	46	108,400	33	36	53
Georgia	716,000	14	370,800	23	52	245,000	19	34	180,500	23	49	74	471,000	8	66	190,300	20	51	40
Idaho	124,000	42	98,700	43	80	38,000	41	31	34,200	41	35	90	86,000	39	69	64,500	39	65	75
Illinois	2,063,000	3	1,857,100	3	90	1,526,000	3	74	1,426,600	3	77	93	537,000	5	26	430,500	6	23	80
Indiana	934,000	11	816,800	11	87	522,000	11	56	480,300	11	59	92	412,000	13	44	336,500	8	41	82
Iowa	680,000	17	577,800	13	85	281,000	15	41	262,500	15	45	93	399,000	15	59	315,300	9	55	79
Kansas	501,000	23	367,800	24	73	204,000	27	41	189,300	22	51	93	297,000	23	59	178,500	22	49	60
Kentucky	708,000	15	494,900	15	70	242,000	20	34	208,600	19	42	86	466,000	9	66	286,300	11	58	61
Louisiana	510,000	22	297,400	28	58	215,000	24	42	168,100	25	57	78	295,000	24	58	129,300	30	43	44
Maine	221,000	35	201,100	35	91	88,000	37	40	79,700	35	40	91	133,000	33	60	121,400	31	60	91
Maryland	410,000	30	355,100	25	87	251,000	18	61	225,100	17	63	90	159,000	30	39	130,000	29	37	82
Massachusetts	1,104,000	8	1,019,200	9	92	992,000	6	90	912,100	6	89	92	112,000	37	10	107,100	34	11	96
Michigan	1,220,000	7	1,122,200	6	92	827,000	8	68	771,100	8	69	93	393,000	17	32	351,100	7	31	89
Minnesota	652,000	19	556,900	14	85	331,000	13	51	309,300	13	56	93	321,000	21	49	247,600	14	44	77
Mississippi	494,000	25	207,000	34	42	91,000	36	18	64,600	38	31	71	403,000	14	82	142,400	26	69	35
Missouri	1,072,000	10	822,800	10	77	562,000	10	52	525,600	10	64	94	510,000	7	48	297,200	10	36	58
Montana	142,000	40	114,600	41	81	49,000	40	35	44,400	40	39	91	93,000	38	66	70,200	38	61	75
Nebraska	352,000	32	284,100	30	81	129,000	33	37	120,100	32	42	93	223,000	26	63	164,000	25	58	74
Nevada	30,000	49	28,500	49	95	12,000	49	40	11,000	49	39	91	18,000	47	60	17,500	47	61	97
New Hampshire	136,000	41	124,400	39	92	77,000	38	57	69,700	36	56	91	59,000	43	43	54,700	41	44	93
New Jersey	1,098,000	9	1,022,500	8	93	904,000	7	82	845,400	7	83	94	194,000	29	18	177,100	23	17	91
New Mexico	102,000	45	62,300	46	61	27,000	47	26	23,700	47	38	88	75,000	40	74	38,600	44	62	51
New York	3,372,000	1	3,132,300	1	93	2,806,000	1	83	2,623,300	1	84	93	566,000	3	17	509,000	3	16	90
North Carolina	736,000	12	408,600	19	55	206,000	26	28	161,900	26	40	79	530,000	6	72	246,700	15	60	47
North Dakota	156,000	39	119,600	40	77	28,000	46	18	26,200	46	22	94	128,000	36	82	93,400	37	78	73
Ohio	1,777,000	5	1,641,500	5	92	1,215,000	5	68	1,130,200	5	69	93	562,000	4	32	511,300	2	31	91
Oklahoma	619,000	20	454,300	17	73	233,000	22	38	202,500	20	45	87	386,000	19	62	251,800	12	55	65
Oregon	299,000	33	285,400	29	95	157,000	29	53	147,000	29	52	94	142,000	31	48	138,400	27	48	97
Pennsylvania	2,452,000	2	2,206,400	2	90	1,687,000	2	69	1,553,900	2	70	92	765,000	2	31	652,500	1	30	85
Rhode Island	169,000	36	155,500	36	92	155,000	30	92	142,500	30	92	92	14,000	48	8	13,000	48	8	93
South Carolina	407,000	31	207,300	33	51	99,000	35	24	69,500	37	34	70	308,000	22	76	137,800	28	66	45
South Dakota	167,000	38	132,900	38	80	34,000	43	20	31,700	43	24	93	133,000	33	80	101,200	35	76	76
Tennessee	689,000	16	459,900	16	67	259,000	17	38	211,200	18	46	82	430,000	12	62	248,700	13	54	58
Texas	1,516,000	6	1,033,500	7	68	661,000	9	44	556,200	9	54	84	855,000	1	56	477,300	4	46	56
Utah	123,000	43	111,000	42	90	68,000	39	55	61,800	39	56	91	55,000	44	45	49,200	42	44	89
Vermont	99,000	46	88,600	44	90	33,000	45	33	30,000	45	34	91	66,000	42	67	58,600	40	66	89
Virginia	613,000	21	400,200	21	65	217,000	23	35	178,800	24	45	82	396,000	16	65	221,400	18	55	56
Washington	468,000	26	443,300	18	95	271,000	16	58	254,400	16	57	94	197,000	28	42	188,900	21	43	96
West Virginia	417,000	29	348,300	26	84	130,000	32	31	111,800	33	32	86	287,000	25	69	236,500	16	68	82
Wisconsin	735,000	13	612,700	12	83	404,000	12	55	377,000	12	62	93	331,000	20	45	235,700	17	38	71
Wyoming	62,000	48	49,800	48	80	20,000	48	32	18,100	48	36	90	42,000	45	68	31,700	45	64	75
TOTAL U. S.	**32,641,000**	..	**26,666,500**	..	**82**	**18,920,000**	..	**58**	**17,195,600**	..	**64**	**91**	**13,721,000**	..	**42**	**9,470,900**	..	**36**	**69**

Reproduced Courtesy of National Broadcasting Co.

* Estimated as of July 1, 1937 by Joint Committee on Radio Research.

** Estimated as of January 1, 1938 by Joint Committee on Radio Research

3 VALUABLE MARKETS DOMINATED BY WHAM

❶ ROCHESTER, N. Y...

In Rochester—No. 1 Test City in the No. 1 Test State—WHAM is *First.* First in length of service (since 1922), first in power (50,000 watts), first in program popularity (carries 7 of the 10 leading network shows). WHAM is NBC—Blue and Red.

Proof of WHAM'S city leadership is its domination of programs of civic interest. Rochester Philharmonic Orchestra, Rochester Civic Orchestra, University of Rochester, Board of Education, Federation of Churches, City Club—all broadcast regularly over WHAM. Such leadership is a powerful influence in producing sales results. That is why, for example, Rochester's leading retail institution has used WHAM continuously for 7 years—are now on a 5-times weekly schedule.

❸ PRIMARY AREA...

of WHAM produces more than 4% of the nation's wealth—more than is produced by 40 of our United States. WHAM is the only station that provides dependable single-station coverage of this entire area day or night.

No wonder, then, that recent surveys show WHAM listeners in the rich Rochester trading area out-number those of any other station by 4 to 1. And it's a responsive audience, too! Recently, a new WHAM show brought in 1173 letters in its *first week*—without any advance publicity or outside promotion. Over 90% of these letters contained actual orders. That's results!

NATIONAL REPRESENTATIVE:
GEORGE P. HOLLINGBERY CO.
NEW YORK, CHICAGO

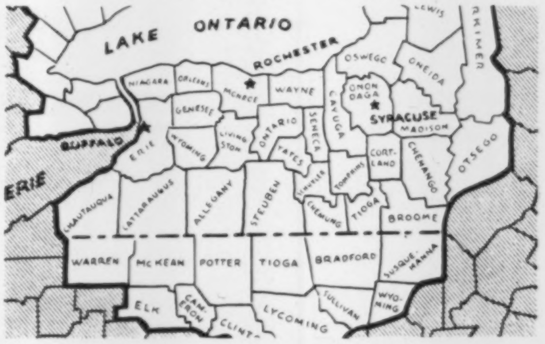
❷ RURAL MARKET...

Station WHAM covers one of the richest, most profitable farm districts. Here are the figures for WHAM's Primary Area:

140,518 Farms
$214, 145,000 Annual Income
$1,500 Average Income per Farm
(about 25% above the national average)

And these profit-making farmers favor WHAM! Ever since 1928 WHAM has brought them the National Farm and Home Hour, popular network feature. Now, also, WHAM broadcasts a daily Farm Bulletin—a *service* program which brings important marketing news, prices, weather reports, soil information, etc., from authoritative sources. If you sell to farmers and their families, here's how to do it! Use WHAM!

Primary Area of WHAM


LAKE ONTARIO
ROCHESTER
OSWEGO
ONEIDA
HERKIMER
LEWIS
NIAGARA
ORLEANS
MONROE
WAYNE
ONONDAGA
SYRACUSE
CAYUGA
MADISON
GENESEE
LIVINGSTON
ONTARIO
SENECA
BUFFALO
ERIE
WYOMING
YATES
CORTLAND
CHENANGO
OTSEGO
ERIE
CHAUTAUQUA
CATTARAUGUS
ALLEGANY
STEUBEN
SCHUYLER
TOMPKINS
CHEMUNG
TIOGA
BROOME
WARREN
McKEAN
POTTER
TIOGA
BRADFORD
SUSQUEHANNA
ELK
CAMERON
CLINTON
LYCOMING
SULLIVAN
WYOMING

★ Write—*For latest information on available time or other data to the national representatives or Mr. J. W. Kennedy, Jr., commercial manager.*

WHAM ROCHESTER N.Y.

50,000 WATTS

The Stromberg-Carlson Station

WILLIAM FAY—GENERAL MANAGER

DIRECTORY OF U. S. BROADCASTING STATIONS BY CALL LETTERS

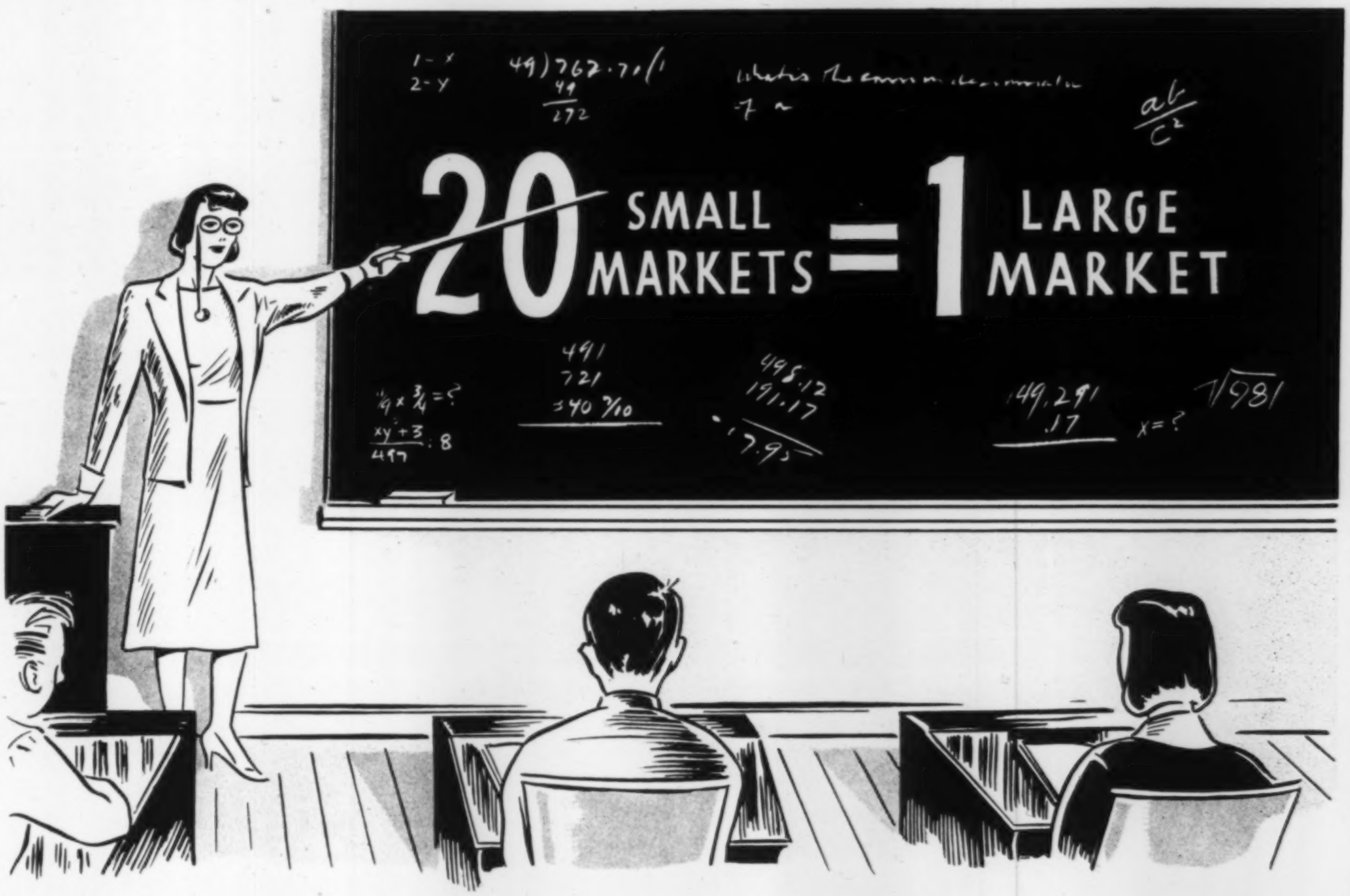
** Denotes new station authorized but not yet in operation as of January 15, 1940*

[See page 64 for W listings]

K

KABC	San Antonio, Tex.
KABR	Aberdeen, S. D.
KADA	Ada, Okla.
KALB	Alexandria, La.
KALE	Portland, Ore.
KAND	Corsicana, Tex.
KANS	Wichita, Kan.
KARK	Little Rock, Ark.
KARM	Fresno, Cal.
KASA	Elk City, Okla.
KAST	Astoria, Ore.
KATE	Albert Lea, Minn.
KAWM	Gallup, N. M.
KBIX	Muskogee, Okla.
KBKR	Baker, Ore.
KBND	Bend, Ore.
KBPS	Portland, Ore.
KBST	Big Spring, Tex.
KBTM	Jonesboro, Ark.
KCKN	Kansas City, Kan.
KCMC	Texarkana, Tex.-Ark.
KCMO	Kansas City, Mo.
KCRC	Enid, Okla.
KCRJ	Jerome, Ariz.
KDAL	Duluth, Minn.
KDB	Santa Barbara, Calif.
KDFN	Casper, Wyo.
KDKA	Pittsburgh
KDLR	Devils Lake, N. D.
KDNT	Denton, Tex.
KDON	Monterey, Calif.
KDRO	Sedalia, Mo.
*KDTH	Dubuque, Ia.
KDYL	Salt Lake City, Utah
KECA	Los Angeles
KEEN	Seattle, Wash.
KELA	Centralia, Wash.
KELD	El Dorado, Ark.
KELO	Sioux Falls, S. D.
KERN	Bakersfield, Calif.
KEUB	Price, Utah
KEX	Portland, Ore.
KFAB	Lincoln, Nebr.
KFAC	Los Angeles
KFAM	St. Cloud, Minn.
KFAR	Fairbanks, Alaska
KFBB	Great Falls, Mont.
KFBI	Wichita, Kan.
KFBK	Sacramento, Calif.
KFDA	Amarillo, Tex.
KFDM	Beaumont, Tex.
KFDY	Brookings, S. D.
KFEL	Denver
KFEQ	St. Joseph, Mo.
KFGQ	Boone, Ia.
KFH	Wichita, Kan.
KFI	Los Angeles
KFIO	Spokane, Wash.
KFIZ	Fond du Lac, Wis.
KFJB	Marshalltown, Ia.
KFJI	Klamath Falls, Ore.
KFJM	Grand Forks, N. D.
KFJZ	Fort Worth, Tex.
KFKA	Greeley, Colo.
KFKU	Lawrence, Kan.
KFNF	Shenandoah, Ia.
KFOR	Lincoln, Nebr.
KFOX	Long Beach, Calif.
KFPL	Dublin, Tex.
KFPW	Fort Smith, Ark.
KFPY	Spokane, Wash.
KFQD	Anchorage, Alaska
KFRC	San Francisco
KFRO	Longview, Tex.
KFRU	Columbia, Mo.
KFSD	San Diego, Calif.
KFSG	Los Angeles
KFUO	St. Louis
KFVD	Los Angeles
KFVS	Cape Girardeau, Mo.
KFWB	Hollywood, Calif.
KFXD	Nampa, Idaho
KFXJ	Grand Junction, Colo.
KFXM	San Bernardino, Calif.
KFYO	Lubbock, Tex.
KFYR	Bismarck, N. D.
KGA	Spokane, Wash.
KGB	San Diego, Calif.
KGBU	Ketchikan, Alaska
KGBX	Springfield, Mo.
KGCA	Decorah, Ia.
KGCU	Mandan, N. D.
KGCX	Wolf Point, Mont.
KGDE	Fergus Falls, Minn.
KGDM	Stockton, Calif.
KGEK	Sterling, Colo.
KGER	Long Beach, Calif.
KGEZ	Kalispell, Mont.
KGFF	Shawnee, Okla.
KGFI	Brownsville, Tex.
KGFJ	Los Angeles
KGFL	Roswell, N. M.
KGFW	Kearney, Nebr.
KGFX	Pierre, S. D.
KGGF	Coffeyville, Kan.
KGGM	Albuquerque, N. M.
KGHF	Pueblo, Colo.
KGHI	Little Rock, Ark.
KGHL	Billings, Mont.
KGIR	Butte, Mont.
KGIW	Alamosa, Colo.
KGKB	Tyler, Tex.
KGKL	San Angelo, Tex.
KGKO	Fort Worth, Tex.
KGKY	Scottsbluff, Nebr.
KGLO	Mason City, Ia.
KGLU	Safford, Ariz.
KGMB	Honolulu, Hawaii
KGNC	Amarillo, Tex.
KGNF	N. Platte, Nebr.
KGNO	Dodge City, Kan.
KGO	San Francisco
KGU	Honolulu, Hawaii
KGVO	Missoula, Mont.
KGW	Portland, Ore.
KGY	Olympia, Wash.
*KHAS	Hastings, Neb.
KHBC	Hilo, Hawaii
KHBG	Okmulgee, Okla.
KHJ	Los Angeles
KHQ	Spokane, Wash.
KHSL	Chico, Calif.
KHUB	Watsonville, Calif.
KICA	Clovis, N. M.
KID	Idaho Falls, Idaho
KIDO	Boise, Idaho
KIDW	Lamar, Colo.
KIEM	Eureka, Calif.
KIEV	Glendale, Calif.
KINY	Juneau, Alaska
KIRO	Seattle, Wash.
KIT	Yakima, Wash.
KITE	Kansas City, Mo.
KIUL	Garden City, Kans.
KIUN	Pecos, Tex.
KIUP	Durango, Colo.
KJBS	San Francisco
KJR	Seattle, Wash.
KLAH	Carlsbad, N. M.
KLBM	LaGrande, Ore.
KLCN	Blytheville, Ark.
KLO	Ogden, Utah
KLPM	Minot, N. D.
KLRA	Little Rock, Ark.
KLS	Oakland, Calif.
KLUF	Galveston, Texas
KLX	Oakland, Calif.
KLZ	Denver
KMA	Shenandoah, Ia.
KMAC	San Antonio, Tex.
KMBC	Kansas City
KMED	Medford, Ore.
KMJ	Fresno, Calif.
KMLB	Monroe, La.
KMMJ	Grand Island, Nebr.
KMO	Tacoma, Wash.
KMOX	St. Louis
KMPC	Beverly Hills, Calif.
KMTR	Hollywood, Calif.
*KMYR	Denver, Colo.
KNEL	Brady, Tex.
KNET	Palestine, Tex.
KNOW	Austin, Tex.
KNX	Los Angeles
KOA	Denver
KOAC	Corvallis, Ore.
KOAM	Pittsburg, Kan.
KOB	Albuquerque, N. M.
KOBH	Rapid City, S. Dak.
KOCA	Kilgore, Tex.
KOCY	Oklahoma City
KOH	Reno, Nev.
KOIL	Omaha, Nebr.
KOIN	Portland, Ore.
KOKO	La Junta, Colo.
KOL	Seattle, Wash.
KOMA	Oklahoma City
KOME	Tulsa, Okla.
KOMO	Seattle, Wash.
KONO	San Antonio, Tex.
KOOS	Marshfield, Ore.
KORE	Eugene, Ore.
KORN	Fremont, Neb.
KOTN	Pine Bluff, Ark.
KOVC	Valley City, N. Dak.
KOVO	Provo, Utah
KOWH	Omaha, Nebr.
KOY	Phoenix, Ariz.
KPAB	Laredo, Tex.
KPAC	Port Arthur, Tex.
KPDN	Pampa, Tex.
KPFA	Helena, Mont.
KPLC	Lake Charles, La.
KPLT	Paris, Tex.
KPMC	Bakersfield, Cal.
KPO	San Francisco
KPOF	Denver
KPPC	Pasadena, Calif.
KPQ	Wenatchee, Wash.
KPRC	Houston, Tex.
KQV	Pittsburgh
KQW	San Jose, Calif.
KRBA	Lufkin, Tex.
KRBC	Abilene, Tex.
KRBM	Bozeman, Mont.
KRE	Berkeley, Calif.
KRGV	Weslaco, Tex.
KRIC	Beaumont, Tex.
KRIS	Corpus Christi, Tex.
KRKD	Los Angeles
KRKO	Everett, Wash.
KRLC	Lewiston, Idaho
KRLD	Dallas, Tex.
KRLH	Midland, Tex.
KRMC	Jamestown, N. Dak.
KRMD	Shreveport, La.
KRNR	Roseburg, Ore.
KRNT	Des Moines, Ia.
KROC	Rochester, Minn.
*KROD	El Paso, Tex.
KROW	Oakland, Calif.
KROY	Sacramento, Calif.
KRRV	Sherman, Tex.
KRSC	Seattle, Wash.
KSAC	Manhattan, Kan.
KSAL	Salina, Kan.
KSAM	Huntsville, Tex.
KSAN	San Francisco
KSCJ	Sioux City, Ia.
KSD	St. Louis
KSEI	Pocatello, Idaho
KSFO	San Francisco, Calif.
KSL	Salt Lake City, Utah
KSLM	Salem, Ore.
KSO	Des Moines, Ia.
KSOO	Sioux Falls, S. D.
KSRO	Santa Rosa, Calif.
KSTP	Minneapolis-St. Paul
KSUB	Cedar City, Utah
KSUN	Lowell, Ariz.
KTAR	Phoenix, Ariz.
KTBC	Austin, Tex.
KTBS	Shreveport, La.
KTEM	Temple, Tex.
KTFI	Twin Falls, Idaho
KTHS	Hot Springs, Ark.
KTKC	Visalia, Cal.
KTMS	Santa Barbara, Cal.
*KTOH	Lihue, Hawaii
KTOK	Oklahoma City
KTRB	Modesto, Calif.
KTRH	Houston, Tex.
KTRI	Sioux City, Ia.
KTSA	San Antonio, Tex.
KTSM	El Paso, Tex.
KTSW	Emporia, Kan.
KTUC	Tucson, Ariz.
KTUL	Tulsa, Okla.
KTW	Seattle, Wash.
KUIN	Grants Pass, Ore.
KUJ	Walla Walla, Wash.
KUMA	Yuma, Ariz.
KUOA	Siloam Springs, Ark.
KUSD	Vermillion, S. D.
KUTA	Salt Lake City
KVAK	Atchison, Kan.
KVAN	Vancouver, Wash.
KVCV	Redding, Calif.
KVEC	San Luis Obispo, Cal.
KVFD	Ft. Dodge, Iowa
KVGB	Great Bend, Kan.
KVI	Tacoma, Wash.
KVIC	Victoria, Tex.
KVNU	Logan, Utah
KVOA	Tucson, Ariz.
KVOD	Denver, Colo.
KVOE	Santa Ana, Calif.
KVOL	Lafayette, La.
KVOO	Tulsa, Okla.
KVOR	Colo. Springs, Colo.
KVOS	Bellingham, Wash.
KVOX	Moorhead, Minn.
KVRS	Rock Springs, Wyo.
KVSF	Santa Fe, N. M.
KVSO	Ardmore, Okla.
KVWC	Vernon, Tex.
KWAL	Wallace, Idaho
KWAT	Watertown, S. D.
*KWBD	Plainview, Tex.
KWBG	Hutchinson, Kan.
KWEW	Hobbs, N. M.
*KWFC	Hot Springs, Ark.
KWFT	Wichita Falls, Tex.
KWG	Stockton, Calif.
KWJB	Globe, Ariz.
KWJJ	Portland, Ore.
KWK	St. Louis
KWKH	Shreveport, La.
KWLC	Decorah, Ia.
KWLK	Longview, Wash.
KWNO	Winona, Minn.
KWOC	Poplar Bluff, Mo.
KWOS	Jefferson City, Mo.
KWSC	Pullman, Wash.
KWTO	Springfield, Mo.
KWYO	Sheridan, Wyo.
KXA	Seattle, Wash.
KXL	Portland, Ore.
KXO	El Centro, Calif.
KXOK	St. Louis, Mo.
KXOX	Sweetwater, Tex.
KXRO	Aberdeen, Wash.
KXYZ	Houston, Tex.
KYA	San Francisco
*KYCA	Prescott, Ariz.
KYOS	Merced, Cal.
KYSM	Mankato, Minn.
*KYUM	Yuma, Ariz.
KYW	Philadelphia

Go Places!
with
WCAP
1000-S-t-r-e-a-m-l-i-n-e-d-WATTS
(Daytime)
Pontiac, Michigan



A Simple Lesson in Mathematics

and it's salesologically correct

KFYR with the largest primary area of any radio station in the United States wraps up these many small markets and delivers to you, Mr. Sponsor, **ONE LARGE MARKET!**

Let Us Sell Your Story

550 Kilocycles **NBC Affiliate**	**KFYR**	**5000 Watts Day** **1000 Watts Night**

MEYER BROADCASTING CO. • **BISMARCK, NORTH DAKOTA**

National Representatives • **John Blair and Company**

DIRECTORY OF U. S. BROADCASTING STATIONS BY CALL LETTERS

* *Denotes new station authorized but not yet in operation as of January 15, 1940*

[See page 62 for K listings]

W

WAAB	Boston
WAAF	Chicago
WAAT	Jersey City, N. J.
WABC	New York
WABI	Bangor, Me.
WABY	Albany, N. Y.
WACO	Waco, Tex.
WADC	Akron, O.
WAGA	Atlanta
WAGF	Dothan, Ala.
WAGM	Presque Isle, Me.
WAIM	Anderson, S. C.
WAIR	Winston-Salem, N. C.
*WAKR	Akron, O.
WALA	Mobile, Ala.
WAML	Laurel, Miss.
*WAOV	Vincennes, Ind.
WAPI	Birmingham, Ala.
WAPO	Chattanooga, Tenn.
WARD	Brooklyn
WASH	Grand Rapids, Mich.
WATL	Atlanta, Ga.
WATR	Waterbury, Conn.
*WATW	Ashland, Wis.
WAVE	Louisville, Ky.
WAWZ	Zarephath, N. J.
WAYX	**Waycross, Ga.**
WAZL	Hazleton, Pa.
WBAA	W. Lafayette, Ind.
WBAB	Atlantic City, N. J.
WBAL	**Baltimore**
WBAP	Fort Worth, Tex.
WBAX	Wilkes-Barre, Pa.
WBBC	Brooklyn
WBBL	Richmond, Va.
WBBM	Chicago
WBBR	Brooklyn
WBBZ	Ponca City, Okla.
WBCM	Bay City, Mich.
WBEN	Buffalo, N. Y.
WBHP	Huntsville, Ala.
WBIG	Greensboro, N. C.
WBLK	Clarksburg, W. Va.
WBNS	Columbus, O.
WBNX	New York
WBNY	Buffalo, N. Y.
WBOW	Terre Haute, Ind.
WBRB	Red Bank, N. J.
WBRC	Birmingham, Ala.
WBRE	Wilkes-Barre, Pa.
WBRK	Pittsfield, Mass.
WBRY	Waterbury, Conn.
WBT	Charlotte, N. C.
WBTH	Williamson, W. Va.
WBTM	Danville, Va.
WBZ	Boston
WBZA	Springfield, Mass.
WCAD	Canton, N. Y.
WCAE	Pittsburgh
WCAL	Northfield, Minn.
WCAM	Camden, N. J.
WCAO	Baltimore
WCAP	Asbury Park, N. J.
WCAR	Pontiac, Mich.
WCAT	Rapid City, S. D.
WCAU	Philadelphia
WCAX	Burlington, Vt.
WCAZ	Carthage, Ill.
WCBA	Allentown, Pa.
WCBD	Chicago, Ill.
WCBM	Baltimore
WCBS	Springfield, Ill.
WCCO	Minneapolis
WCFL	Chicago
WCHS	Charleston, W. Va.
WCHV	Charlottesville, Va.
WCKY	Cincinnati
WCLE	Cleveland
WCLO	Janesville, Wis.
WCLS	Joliet, Ill.
WCMI	Ashland, Ky.
WCNC	Elizabeth City, N. C.
WCNW	Brooklyn
WCOA	Pensacola, Fla.
WCOC	Meridian, Miss.
WCOL	Columbus, O.
WCOP	**Boston**
WCOS	Columbia, S. C.
WCOU	Lewiston, Me.
WCOV	Montgomery, Ala.
WCPO	Cincinnati
WCRW	Chicago, Ill.
WCSC	Charleston, S. C.
WCSH	Portland, Me.
WDAE	Tampa, Fla.
WDAF	Kansas City, Mo.
WDAN	Danville, Ill.
WDAS	Philadelphia
WDAY	Fargo, N. D.
WDBJ	Roanoke, Va.
WDBO	Orlando, Fla.
WDEL	Wilmington, Del.
WDEV	Waterbury, Vt.
WDGY	Minneapolis
*WDLP	Panama City, Fla.
WDMJ	Marquette, Mich.
WDNC	Durham, N. C.
WDOD	Chattanooga, Tenn.
WDRC	Hartford, Conn.
WDSM	Superior, Wis.
WDSU	New Orleans
WDWS	Champaign, Ill.
WDZ	Tuscola, Ill.
WEAF	New York
WEAN	Providence, R. I.
WEAU	Eau Claire, Wis.
WEBC	Duluth, Minn.
WEBQ	Harrisburg, Ill.
WEBR	Buffalo, N. Y.
WEDC	Chicago
WEED	Rocky Mount, N. C.
WEEI	Boston
WEEU	Reading, Pa.
WELI	New Haven, Conn.
WELL	Battle Creek, Mich.
WEMP	Milwaukee
WENR	Chicago
WENY	Elmira, N. Y.
WEOA	Evansville, Ind.
WESG	Elmira, N. Y.
WEST	Easton, Pa.
WESX	Salem, Mass.
WEVD	New York
WEW	St. Louis
WEXL	Royal Oak, Mich.
WFAA	Dallas, Tex.
WFAM	South Bend, Ind.
WFAS	White Plains, N. Y.
WFBC	Greenville, S. C.
WFBG	Altoona, Pa.
WFBL	Syracuse, N. Y.
WFBM	Indianapolis
WFBR	Baltimore
WFDF	Flint, Mich.
WFEA	Manchester, N. H.
*WFIG	Sumter, S. C.
WFIL	Philadelphia
WFLA	Tampa, Fla.
WFMD	Frederick, Md.
WFMJ	Youngstown, O.
*WFNC	Fayetteville, N. C.
WFOR	Hattiesburg, Miss.
WFOY	St. Augustine, Fla.
WFTC	Kinston, N. C.
WFTL	Ft. Lauderdale, Fla.
*WFTM	Ft. Myers, Fla.
WFVA	Fredericksburg, Va.
WGAL	Lancaster, Pa.
WGAN	Portland, Me.
WGAR	Cleveland
WGAU	Athens, Ga.
WGBB	Freeport, N. Y.
WGBF	Evansville, Ind.
WGBI	Scranton, Pa.
WGBR	Goldsboro, N. C.
WGCM	Gulfport, Miss.
WGES	Chicago
WGH	Newport News, Va.
WGIL	Galesburg, Ill.
WGKV	Charleston, W. Va.
WGL	Fort Wayne, Ind.
WGN	Chicago
WGNC	Gastonia, N. C.
WGNY	Newburgh, N. Y.
WGPC	Albany, Ga.
WGR	Buffalo, N. Y.
WGRC	**New Albany, Ind.**
WGRM	Greenwood, Miss.
WGST	Atlanta
*WGTC	Greenville, N. C.
WGTM	Wilson, N. C.
WGY	Schenectady, N. Y.
WHA	Madison, Wis.
WHAI	Greenfield, Mass.
*WHAL	Saginaw, Mich.
WHAM	Rochester, N. Y.
WHAS	Louisville, Ky.
WHAT	Philadelphia
WHAZ	Troy, N. Y.
WHB	**Kansas City, Mo.**
WHBB	Selma, Ala.
WHBC	Canton, O.
WHBF	Rock Island, Ill.
WHBI	Newark, N. J.
WHBL	Sheboygan, Wis.
WHBQ	Memphis
WHBU	Anderson, Ind.
WHBY	Appleton, Wis.
WHDF	Calumet, Mich.
WHDH	Boston
WHDL	Olean, N. Y.
WHEB	Portsmouth, N. H.
WHEC	Rochester, N. Y.
WHFC	**Cicero, Ill.**
WHIO	**Dayton, O.**
WHIP	Hammond, Ind.
WHIS	Bluefield, W. Va.
WHIZ	Zanesville, O.
WHJB	Greensburg, Pa.
WHK	Cleveland
WHKC	Columbus, O.
*WHKY	Hickory, N. C.
WHLB	Virginia, Minn.
*WHLD	Niagara Falls, N. Y.
WHLS	Port Huron, Mich.
WHMA	Anniston, Ala.
WHN	New York
WHO	Des Moines, Ia.
WHOM	Jersey City, N. J.
WHOP	Hopkinsville, Ky.
WHP	Harrisburg, Pa.
*WHUB	Cookeville, Tenn.
WIBA	Madison, Wis.
WIBC	Indianapolis, Ind.
WIBG	Glenside, Pa.
WIBM	Jackson, Mich.
WIBU	Poynette, Wis.
WIBW	Topeka, Kan.
WIBX	Utica, N. Y.
WICA	Ashtabula, O.
WICC	Bridgeport, Conn.
WIL	St. Louis
WILL	Urbana, Ill.
WILM	Wilmington, Del.
WIND	Gary, Ind.
WING	Dayton, O.
*WINN	Louisville, Ky.
WINS	New York
WIOD	Miami
WIP	Philadelphia
WIRE	Indianapolis
WIS	Columbia, S. C.
WISE	Asheville, N. C.
WISN	Milwaukee
WJAC	Johnstown, Pa.
WJAG	Norfolk, Nebr.
WJAR	Providence, R. I.
WJAS	Pittsburgh
WJAX	Jacksonville, Fla.
WJBC	Bloomington, Ill.
WJBK	Detroit
WJBO	Baton Rouge, La.
WJBW	New Orleans
WJBY	Gadsden, Ala.
WJDX	Jackson, Miss.
WJEJ	Hagerstown, Md.
WJHL	Johnson City, Tenn.
*WJHP	Jacksonville, Fla.
WJIM	**Lansing, Mich.**
WJJD	Chicago
WJLS	Beckley, W. Va.
WJMC	Rice Lake, Wis.
WJMS	Ironwood, Mich.
WJNO	W. Palm Beach, Fla.
WJPR	Greenville, Miss.
*WJPF	Herrin, Ill.
WJR	Detroit
WJRD	Tuscaloosa, Ala.
WJSV	Washington, D. C.
WJTN	Jamestown, N. Y.
WJW	Akron, O.
WJZ	New York
WKAQ	San Juan, P. R.
WKAR	E. Lansing, Mich.
WKAT	**Miami Beach, Fla.**
WKBB	Dubuque, Ia.
WKBH	La Crosse, Wis.
WKBN	Youngstown, O.
WKBO	Harrisburg, Pa.
WKBV	Richmond, Ind.
WKBW	Buffalo
WKBZ	Muskegon, Mich.
WKEU	Griffin, Ga.
*WKIP	Poughkeepsie, N. Y.
WKNE	Keene, N. H.
WKNY	Kingston, N. Y.
WKOK	Sunbury, Pa.
WKRC	Cincinnati
WKST	New Castle, Pa.
WKY	Oklahoma City
WKZO	Kalamazoo, Mich.
WLAC	Nashville, Tenn.
WLAK	Lakeland, Fla.
WLAP	Lexington, Ky.
WLAW	Lawrence, Mass.
WLB	Minneapolis
WLBC	Muncie, Ind.
*WLBJ	Bowling Green, Ky.
WLBL	Stevens Point, Wis.
WLBZ	Bangor, Me.
WLEU	Erie, Pa.
WLLH	Lowell, Mass.
WLNH	Laconia, N. H.
WLOK	Lima, Ohio
*WLPM	Suffolk, Va.
WLS	Chicago
WLTH	New York
WLVA	Lynchburg, Va.
WLW	Cincinnati
WMAL	Washington, D. C.
WMAM	Marinette, Wis.
WMAN	Mansfield, O.
WMAQ	Chicago
WMAS	Springfield, Mass.
WMAZ	Macon, Ga.
WMBC	Detroit
WMBD	Peoria, Ill.
WMBG	Richmond, Va.
WMBH	Joplin, Mo.
WMBI	Chicago
WMBO	Auburn, N. Y.
WMBR	Jacksonville, Fla.
WMBS	Uniontown, Pa.
WMC	Memphis
WMCA	New York
WMEX	**Boston, Mass.**
WMFD	Wilmington, N. C.
WMFF	Plattsburg, N. Y.
WMFG	Hibbing, Minn.
WMFJ	Daytona Beach, Fla.
WMFR	High Point, N. C.
WMGA	Moultrie, Ga.
WMIN	St. Paul, Minn.
*WMJM	Cordele, Ga.
WMMN	Fairmont, W. Va.
WMOB	Mobile, Ala.
*WMOG	Brunswick, Ga.
WMPC	Lapeer, Mich.
WMPS	Memphis, Tenn.
WMRO	Aurora, Ill.
WMSD	Muscle Shoals City, Ala.
WMSL	Decatur, Ala.
WMT	Cedar Rapids, Ia.
WNAC	Boston
WNAD	Norman, Okla.
WNAX	Yankton, S. D.
WNBC	New Britain, Conn.
WNBF	Binghamton, N. Y.
WNBH	**New Bedford, Mass.**
WNBZ	Saranac Lake, N. Y.
WNEL	San Juan, P. R.
WNEW	New York
WNLC	New London, Conn.
WNOE	New Orleans, La.
WNOX	**Knoxville, Tenn.**
WNYC	New York
WOAI	San Antonio, Tex.
WOC	Davenport, Ia.
*WOCB	Yarmouth, Mass
WOI	Ames, Ia.
WOKO	Albany, N. Y.
WOL	Washington, D. C.
*WOLF	Syracuse, N. Y.
WOLS	Florence, S. C.
WOMI	Owensboro, Ky.
WOMT	**Manitowoc, Wis.**
WOOD	Grand Rapids, Mich.
WOPI	Bristol, Tenn.
WOR	Newark, N. J.
*WORD	Spartanburg, S. C.
WORC	Worcester, Mass.
WORK	York, Pa.
WORL	Boston, Mass.
WOSU	Columbus, O.
WOV	New York
WOW	Omaha, Nebr.
WOWO	Fort Wayne, Ind.
WPAB	Ponce, P. R.
WPAD	Paducah, Ky.
WPAR	Parkersburg, W. Va.
WPAX	Thomasville, Ga.
WPAY	Portsmouth, O.
WPEN	Philadelphia
WPIC	Sharon, Pa.
*WPID	Petersburg, Va.
WPRA	Mayaguez, P. R.
WPRO	Providence, R. I.
WPRP	Ponce, P. R.
WPTF	Raleigh, N. C.
WQAM	Miami
WQAN	Scranton, Pa.
WQBC	Vicksburg, Miss.
WQDM	St. Albans, Vt.
WQXR	New York
WRAK	Williamsport, Pa.
WRAL	Raleigh, N. C.
WRAW	Reading, Pa.
WRBL	Columbus, Ga.
WRC	Washington, D. C.
WRDO	Augusta, Me.
WRDW	Augusta, Ga.
WREC	Memphis
WREN	Lawrence, Kan.
WRGA	Rome, Ga.
WRJN	Racine, Wis.
WRNL	Richmond, Va.
WROK	Rockford, Ill.
WROL	Knoxville, Tenn.
WRR	Dallas, Tex.
WRTD	Richmond, Va.
WRUF	Gainsville, Fla.
WRVA	Richmond, Va.
WSAI	Cincinnati
WSAJ	Grove City, Pa.
WSAL	Salisbury, Md.
*WSAM	Saginaw, Mich
WSAN	Allentown, Pa.
WSAR	Fall River, Mass.
WSAU	Wausau, Wis.
WSAV	Savannah, Ga.
WSAY	Rochester, N. Y.
WSAZ	Huntington, W. Va.
WSB	Atlanta
WSBC	Chicago
WSBT	South Bend, Ind.
WSFA	Montgomery, Ala.
WSGN	Birmingham
WSIX	Nashville, Tenn.
WSJS	Winston-Salem, N. C.
WSKB	McComb, Miss.
*WSLB,	Ogdensburg, N. Y.
WSLI	Jackson, Miss.
WSM	Nashville, Tenn.
WSMB	New Orleans
WSNJ	Bridgeton, N. J.
WSOC	Charlotte, N. C.
*WSOO	Sault Ste. Marie, Mich.
WSOY	Decatur, Ill.
WSPA	Spartanburg, S. C.
WSPB	Sarasota, Fla.
WSPD	Toledo, O.
WSPR	**Springfield, Mass.**
WSTP	Salisbury, N. C.
WSUI	Iowa City, Ia.
WSUN	St. Petersburg, Fla.
WSVA	Harrisonburg, Va.
WSVS	Buffalo, N. Y.
WSYB	Rutland, Vt.
WSYR	Syracuse, N. Y.
WTAD	Quincy, Ill.
WTAG	Worcester, Mass.
WTAL	Tallahassee, Fla.
WTAM	Cleveland
WTAQ	Green Bay, Wis.
WTAR	Norfolk, Va.
WTAW	College Station, Tex.
WTAX	Springfield, Ill.
WTBO	Cumberland, Md.
WTCN	Minneapolis
WTEL	Philadelphia
WTHT	Hartford, Conn.
WTIC	Hartford, Conn.
WTJS	Jackson, Tenn.
WTMA	Charleston, S. C.
WTMC	Ocala, Fla.
WTMJ	Milwaukee
WTMV	East St. Louis, Ill.
WTNJ	Trenton, N. J.
WTOC	Savannah, Ga.
WTOL	Toledo
WTRC	Elkhart, Ind.
*WTRY	Troy, N. Y.
WTSP	St. Petersburg, Fla.
WVFW	Brooklyn
WWAE	Hammond, Ind.
WWJ	Detroit
WWL	New Orleans
WWNC	Asheville, N. C.
WWRL	Woodside, N. Y.
WWSW	Pittsburgh
WWVA	Wheeling, W. Va.
WXYZ	Detroit

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5000 Watts, *day and night*—Cleared Channel

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MEMBER MUTUAL BROADCASTING SYSTEM

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(AT LOWEST COST PER LISTENER)

KSFO
TODAY AND EVERY DAY
RADIO'S GREATEST FEATURES
FROM THE COLUMBIA NETWORK
STELLAR
LOCAL
SHOWS

....it's KSFO you want in Northern California

● **NORTHERN CALIFORNIA** . . . the seller's Northern California . . . is a compact area. Not so very far from the San Francisco-Oakland market centers it becomes sparsely settled, with scattered small towns instead of closely-knit cities. And the KSFO primary area is just about tailor-made to fit the seller's Northern California, beyond which sales made by men or radio increase drastically in cost per sale. Concentrate where there's concentration! « Ask your Free & Peters man for details

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560 KC
COLUMBIA BROADCASTING SYSTEM

National Representatives: **FREE & PETERS, INC.**

DIRECTORY OF U. S. BROADCASTING STATIONS BY FREQUENCIES

(Licensed or Authorized by FCC as of January 15, 1940)

**CP granted for increase in power. †Construction permit for new station. ‡Special authorization for power or frequency. CP—Construction permit for frequency. L—Limited time; operates night hours only when dominant station is not operating*

Call Letters	City	Day Power in Watts	Night Power in Watts
550 KC. REGIONAL			
KFUO	St. Louis	1,000	500
KFYR	Bismarck, N. D.	5,000	1,000
KOAC	Corvallis, Ore.	1,000	1,000
KSD	St. Louis	5,000	1,000
KTSA	San Antonio	5,000	1,000
WDEV	Waterbury, Vt.	1,000	-----
WGR	Buffalo, N. Y.	5,000	1,000
WKRC	Cincinnati	5,000	1,000
WSVA	Harrisonburg, Va.	500	-----
560 KC. REGIONAL			
KFDM	Beaumont, Tex.	1,000	1,000
KLZ	Denver	5,000	1,000
		5,000	*5,000
KSFO	San Francisco	5,000	1,000
KWTO	Springfield, Mo.	5,000	-----
WFIL	Philadelphia	1,000	1,000
WIND	Gary, Ind.	5,000	1,000
WIS	Columbia, S. C.	5,000	1,000
WQAM	Miami, Fla.	1,000	1,000
570 KC. REGIONAL			
KGKO	Fort Worth, Tex.	5,000	1,000
KMTR	Los Angeles	1,000	1,000
KVI	Tacoma, Wash.	5,000	1,000
WKBN	Youngstown, O.	1,000	500
WMAM	Marinette, Wis.	250	-----
WMCA	New York	1,000	1,000
WNAX	Yankton, S. D.	5,000	1,000
WOSU	Columbus, O.	1,000	1,000
WSYR	Syracuse, N. Y.	1,000	1,000
WWNC	Asheville, N. C.	1,000	1,000
580 KC. REGIONAL			
KMJ	Fresno, Calif.	1,000	1,000
		*5,000	1,000
KSAC	Manhattan, Kan.	1,000	500
WCHS	Charleston, W. Va.	5,000	500
WDBO	Orlando, Fla.	5,000	1,000
WILL	Urbana, Ill.	5,000	-----
WIBW	Topeka, Kan.	5,000	1,000
WTAG	Worcester, Mass.	1,000	1,000
		*5,000	1,000
590 KC. REGIONAL			
KGMB	(CP) Honolulu, Hawaii	*5,000	*5,000
KHQ	Spokane, Wash.	5,000	5,000
WEEI	Boston	5,000	5,000
WKZO	Kalamazoo, Mich	1,000	*1,000
WOW	Omaha, Nebr.	5,000	5,000
600 KC. REGIONAL			
KFSD	San Diego, Calif.	1,000	1,000
WCAO	Baltimore,	1,000	500
WICC	Bridgeport, Conn.	1,000	500
WMT	Cedar Rapids, Ia.	5,000	1,000
WREC	Memphis	5,000	1,000
610 KC. REGIONAL			
KFAR	Fairbanks, Alaska	1,000	1,000
KFRC	San Francisco	5,000	1,000
		5,000	*5,000
WCLE	Cleveland	500	-----
WDAF	Kansas City	5,000	5,000
WIOD	Miami	1,000	1,000
WIP	Philadelphia	1,000	1,000
		*5,000	*5,000
620 KC. REGIONAL			
KGW	Portland, Ore.	5,000	1,000
KTAR	Phoenix, Ariz.	1,000	1,000
KWFT	Wichita Falls, Tex.	1,000	250
WFLA	Tampa, Fla.	5,000	1,000
WSUN	St. Petersburg, Fla.	5,000	1,000
WHJB	Greensburg, Pa.	250	-
WLBZ	Bangor, Me.	1,000	500
WTMJ	Milwaukee	5,000	1,000
630 KC. REGIONAL			
KFRU	Columbia, Mo.	1,000	500
KGFX	Pierre, S. D.	200	-----
KOH	(CP) Reno, Nev.	*1,000	*1,000
KVOD	Denver, Colo.	1,000	1,000
WGBF	Evansville, Ind.	1,000	500
WMAL	Washington, D. C.	500	250
		*5,000	*5,000
WPRO	Providence, R. I.	1,000	500
		*5,000	*5,000
640 KC. CLEAR			
KFI	Los Angeles	50,000	50,000
WHKC	Columbus, O.	500	L-500
WOI	Ames, Ia.	5,000	
WGAN	Portland, Me.	500	L-500
650 KC. CLEAR			
WSM	Nashville, Tenn.	50,000	50,000
660 KC. CLEAR			
KOWH	Omaha, Nebr.	500	-----
WEAF	New York	50,000	50,000
670 KC. CLEAR			
WMAQ	Chicago	50,000	50,000
680 KC. CLEAR			
KFEQ	St. Joseph, Mo.	2,500	L-500
KPO	San Francisco	50,000	50,000
WLAW	Lawrence, Mass	1,000	-----
WPTF	Raleigh, N. C.	5,000	5,000
690 KC. CANADIAN EXCLUSIVE			
700 KC. CLEAR			
WLW	Cincinnati	50,000	50,000
710 KC. CLEAR			
KIRO	Seattle	1,000	1,000
KMPC	Beverly Hills, Cal.	5,000	1,000
WOR	Newark, N. J.	50,000	50,000
720 KC. CLEAR			
WGN	Chicago	50,000	50,000
730 KC. CANADIAN EXCLUSIVE			
740 KC. CLEAR			
KMMJ	Grand Island, Neb.	1,000	L-1,000
KTRB	Modesto, Calif.	250	-----
WHEB	Portsmouth, N. H.	250	-
WSB	Atlanta	50,000	50,000
750 KC. CLEAR			
KGU	Honolulu, Hawaii	2,500	L-2,500
WJR	Detroit	50,000	50,000
760 KC. CLEAR			
KXA	Seattle	500	250
		*1,000	*L-1,000
WEW	St. Louis	1,000	-
WJZ	New York	50,000	50,000
‡WBAL	Baltimore		‡2,500
WCAL	Northfield, Minn.	5,000	-----
WLB	Minneapolis	5,000	-----
770 KC. CLEAR			
KFAB	Lincoln, Nebr.	10,000	10,000
WBBM	Chicago	50,000	50,000
780 KC. REGIONAL			
KECA	Los Angeles	5,000	1,000
KFDY	Brookings, S. D.	1,000	-
KFQD	Anchorage, Alaska	250	250
KGHL	Billings, Mont.	5,000	1,000
KWLK	Longview, Wash.	250	-----
WEAN	Providence, R. I.	5,000	1,000
WMC	Memphis	5,000	1,000
WPIC	Sharon, Pa.	250	-----
WPRA	(CP) Mayaguez, P. R.	*2,500	*1,000
WTAR	Norfolk, Va.	5,000	1,000
790 KC. CLEAR			
KGO	San Francisco	7,500	7,500
WGY	Schenectady, N. Y.	50,000	50,000
KOAM	Pittsburg, Kan.	1,000	-
800 KC. CLEAR			
WBAP	Fort Worth, Tex.	50,000	50,000
WFAA	Dallas, Tex.	50,000	50,000
WTBO	Cumberland, Md.	250	-
810 KC. CLEAR			
WCCO	Minneapolis	50,000	50,000
WNYC	New York	1,000	-----
820 KC. CLEAR			
WHAS	Louisville	50,000	50,000
830 KC. CLEAR			
KOA	Denver	50,000	50,000
WEEU	Reading, Pa.	1,000	
WHDH	Boston	1,000	
WRUF	Gainesville, Fla.	5,000	L-5,000
840 KC. CANADIAN EXCLUSIVE			
850 KC. CLEAR			
KIEV	Glendale, Calif.	250	-----
WESG	Elmira, N. Y.	1,000	
WWL	New Orleans	50,000	50,000
WKAR	E. Lansing, Mich	1,000	-----
		*5,000	
860 KC. CLEAR			
WABC	New York	50,000	50,000
WHB	Kansas City	1,000	-----
870 KC. CLEAR			
WENR	Chicago	50,000	50,000
WLS	Chicago	50,000	50,000
880 KC. REGIONAL			
KFKA	Greeley, Colo.	1,000	500
KLX	Oakland, Calif.	1,000	1,000
KPOF	Denver	1,000	1,000
KRRV	(CP) Sherman, Tex.	*1,000	*1,000
KVAN	Vancouver, Wash	250	-----
WCOC	Meridian, Miss.	1,000	1,000
WGBI	Scranton, Pa.	1,000	500
WRNL	Richmond, Va.	500	-----
		*1,000	*1,000
WQAN	Scranton, Pa.	1,000	500
WSUI	Iowa City, Ia.	1,000	500
		*5,000	*1,000
890 KC. REGIONAL			
KARK	Little Rock, Ark.	1,000	1,000
KFNF	Shenandoah, Ia.	1,000	500
		*5,000	*1,000
KFPY	Spokane, Wash.	5,000	5,000
KTKC	Visalia, Calif.	1,000	1,000
KUSD	Vermillion, S. D.	500	500
WBAA	West Lafayette, Ind.	1,000	500
WGST	Atlanta	5,000	1,000
WJAR	Providence, R. I.	5,000	1,000
WMMN	Fairmont, W. Va.	5,000	1,000
900 KC. REGIONAL			
KGBU	Ketchikan, Alaska	500	500
KHJ	Los Angeles	5,000	1,000
KSEI	Pocatello, Idaho	1,000	250
WBEN	Buffalo, N. Y.	5,000	1,000
WFMD	Frederick, Md.	500	-----
WJAX	Jacksonville, Fla.	5,000	1,000
WKY	Oklahoma City	5,000	1,000
WLBL	Stevens Point, Wis.	5,000	-----
WTAD	Quincy, Ill.	1,000	-----
910 KC. CANADIAN EXCLUSIVE			
920 KC. REGIONAL			
KFEL	Denver	1,000	1,000
KOMO	Seattle	5,000	1,000
KPRC	Houston, Tex.	5,000	1,000
WAAF	Chicago	1,000	-----
WORL	Boston, Mass.	500	-----
WPEN	Philadelphia	1,000	1,000
WSPA	Spartanburg, S. C.	1,000	-----
WWJ	Detroit	5,000	1,000
930 KC. REGIONAL			
KMA	Shenandoah, Ia.	5,000	1,000
KROW	Oakland, Calif.	1,000	1,000
WBRC	Birmingham	5,000	1,000
WDBJ	Roanoke, Va.	5,000	1,000
WELI	New Haven, Conn.	500	250
940 KC. REGIONAL			
KOIN	Portland, Ore.	5,000	1,000
		*5,000	*5,000
WAAT	Jersey City, N. J.	500	-----
WAVE	Louisville	1,000	1,000
WCSH	Portland, Me.	2,500	1,000
WDAY	Fargo, N. D.	5,000	1,000
WHA	Madison, Wis.	5,000	-----
WICA	Ashtabula, O.	250	-----
		*500	-----
950 KC. REGIONAL			
KFWB	Hollywood, Calif.	5,000	5,000
KMBC	Kansas City	5,000	1,000
		5,000	*5,000
†WHAL	Saginaw, Mich.	500	-----
WRC	Washington, D. C.	5,000	1,000
		5,000	*5,000
†WTRY	Troy, N. Y.	1,000	-----
960 KC. CANADIAN EXCLUSIVE			
970 KC. CLEAR			
KJR	Seattle	5,000	5,000
WCFL	Chicago	5,000	5,000
WIBG	Glenside, Pa.	100	-----
980 KC. CLEAR			
KDKA	Pittsburgh	50,000	50,000
990 KC. CLEAR			
WBZ	Boston	50,000	50,000
WBZA	Springfield, Mass.	1,000	1,000
1000 KC. CLEAR			
KFVD	Los Angeles	1,000	L-1,000
WHO	Des Moines	50,000	50,000
1010 KC. REGIONAL			
KGGF	Coffeyville, Kan.	1,000	1,000
KQW	San Jose, Calif.	5,000	1,000
WHN	New York	5,000	1,000
WNAD	Norman, Okla.	1,000	1,000
WNOX	Knoxville, Tenn.	5,000	1,000
1020 KC. CLEAR			
KYW	Philadelphia	10,000	10,000
WDZ	Tuscola, Ill.	1,000	-----
1030 KC. CANADIAN EXCLUSIVE			
CKLW	Detroit-Windsor	5,000	5,000
1040 KC. CLEAR			
KRLD	Dallas	50,000	50,000
KTHS	Hot Springs, Ark. (‡1060 kc.)	10,000	10,000
‡KWJJ	Portland, Ore.	500	L-500
KYOS	Merced, Cal.	250	-----
‡WTIC	Hartford, Conn.	50,000	50,000
1050 KC. CLEAR			
KFBI	Wichita, Kan.	5,000	L-5,000
KNX	Los Angeles	50,000	50,000
WEAU	Eau Claire, Wis.	5,000	L-1,000
WIBC	Indianapolis	1,000	-----
1060 KC. CLEAR			
‡KTHS	Hot Springs	10,000	10,000
KWJJ	Portland, Ore. (‡1040 kc.)	500	L-500
WBAL	Baltimore (‡760 kc.)	10,000	10,000
WJAG	Norfolk, Nebr.	1,000	L-1,000
WTIC	Hartford ,Conn. (‡1040 kc.)	50,000	50,000
1070 KC. CLEAR			
KJBS	San Francisco	500	L-500
WCAZ	Carthage, Ill.	100	-----
WTAM	Cleveland	50,000	50,000
1080 KC. CLEAR			
WBT	Charlotte, N. C.	50,000	50,000
WCBD	Chicago, Ill.	5,000	L-5,000
WMBI	Chicago	5,000	L-5,000
1090 KC. CLEAR			
KMOX	St. Louis	50,000	50,000
1100 KC. CLEAR			
KGDM	Stockton, Calif.	1,000	
KWKH	Shreveport, La.	50,000	50,000
WCAR	Pontiac, Mich.	1,000	-----
WOV	New York	5,000	5,000
1110 KC. CLEAR			
KSOO	Sioux Falls, S. D.	5,000	L-5,000
WRVA	Richmond, Va.	50,000	50,000
1120 KC. REGIONAL			
KFIO	Spokane, Wash.	100	
KFSG	Los Angeles	2,500	1,000
KRKD	Los Angeles	2,500	1,000
KRSC	Seattle	250	250
		*1,000	*1,000
KSAL	(CP) Salina, Kan.	*1,000	*500
KTBC	Austin, Tex.	1,000	
WAPO	(CP) Chattanooga, Tenn.	*1,000	*500
WCOP	Boston	500	
WDEL	Wilmington, Del.	1,000	250
WJBO	Baton Rouge	500	500
		*1,000	*1,000
WISN	Milwaukee	1,000	250
WTAW	College Station, Tex.	500	-----
1130 KC. CLEAR			
KSL	Salt Lake City	50,000	50,000
WJJD	Chicago	20,000	L-20,000
1140 KC. CLEAR			
KVOO	Tulsa, Okla.	25,000	25,000
WAPI	Birmingham	5,000	5,000
WSPR	Springfield, Mass.	500	L-500
1150 KC. CLEAR			
WHAM	Rochester, N. Y.	50,000	50,000
1160 KC. CLEAR			
KEX	Portland, Ore.	5,000	5,000
WOWO	Fort Wayne, Ind.	10,000	10,000
WWVA	Wheeling, W. Va.	5,000	5,000
1170 KC. CLEAR			
WCAU	Philadelphia	50,000	50,000
1180 KC. CLEAR			
KOB	Albuquerque, N.M.	10,000	10,000
WDGY	Minneapolis	5,000	L-1,000
WINS	New York	1,000	L-1,000
WMAZ	Macon, Ga.	5,000	L-1,000

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WMCA
"FIRST
ON YOUR DIAL"
in NEW YORK

DIRECTORY OF U. S. BROADCASTING STATIONS BY FREQUENCIES

(Continued from page 66)

1190 KC. CLEAR

Call Letters	City	Day Power in Watts	Night Power in Watts
WOAI	San Antonio, Tex.	50,000	50,000
WSAZ	Huntington, W. Va.	1,000	L.-1,000

1200 KC. LOCAL

Call Letters	City	Day Power in Watts	Night Power in Watts
KADA	Ada, Okla.	100	100
KAST	Astoria, Ore.	250	250
KBTM	Jonesboro, Ark.	250	100
KELO	Sioux Falls, S. D.	250	250
KFJB	Marshalltown, Ia.	250	250
KFXD	Nampa, Idaho	250	250
KFXJ	Grand Junc., Colo.	250	250
KGDE	Fergus Falls, Minn.	250	100
KGEK	Sterling, Colo.	100	100
KGFJ	Los Angeles	100	100
KGHI	Little Rock, Ark.	250	250
†KHAS	Hastings, Neb.	250	250
KHBC	Hilo, Hawaii	250	250
KMLB	Monroe, La.	250	250
KOOS	Marshfield, Ore.	250	250
KSUN	Lowell, Ariz.	250	250
KVCV	Redding, Cal.	250	250
KVEC	San Luis Obispo, Cal.	250	250
KVNU	Logan, Utah	250	250
KVOS	Bellingham, Wash.	250	250
†KWBD	Plainview, Tex.	100	----
KWG	Stockton, Calif.	100	100
KWNO	Winona, Minn.	250	250
WABI	Bangor, Me.	250	250
WAIM	Anderson, S. C.	100	100
WAYX	Waycross, Ga.	250	250
WBAB	Atlantic City, N. J.	250	100
WBBZ	Ponca City, Okla.	250	250
WBHP	Huntsville, Ala.	100	100
WBOW	Terre Haute, Ind.	250	250
WCAT	Rapid City, S. D.	100	----
WCAX	Burlington, Vt.	250	250
WCLO	Janesville, Wis.	250	250
WCOL	(CP) Columbus, O.	250	250
WCPO	Cincinnati	250	250
†WDLP	Panama City, Fla.	250	100
WDSM	Superior, Wis.	100	100
WENY	Elmira, N. Y.	250	250
WEST	Easton, Pa.	250	250
WESX	Salem, Mass.	100	100
WFAM	South Bend, Ind.	100	100
WFTC	Kinston, N. C.	250	250
WHBC	Canton, O.	250	250
WHBY	Appleton, Wis.	250	250
WHOP	Hopkinsville, Ky.	250	250
WIBX	Utica, N. Y.	250	250
WIL	St. Louis	250	250
WJBC	Bloomington, Ill.	250	250
WJBW	New Orleans	100	100
WJHL	Johnson City, Tenn.	250	250
WJNO	W. Palm Beach, Fla.	250	250
WJRD	Tuscaloosa, Ala.	250	100
WKBO	Harrisburg, Pa.	250	100
WLVA	Lynchburg, Va.	250	250
WMFR	High Point, N. C.	250	250
WMOB	Mobile, Ala.	100	----
WMPC	Lapeer, Mich.	250	250
WOLS	Florence, S. C.	250	250
WRBL	Columbus, Ga.	250	250
WSAL	Salisbury, Md.	250	----
†WSAM	Saginaw, Mich.	250	100
†WSOO	Sault Ste. Marie, Mich.	250	100
WSKB	McComb, Miss.	100	100
WTHT	Hartford, Conn.	250	100
WTOL	Toledo, O.	250	250
WWAE	Hammond, Ind.	100	100

1210 KC LOCAL

Call Letters	City	Day Power in Watts	Night Power in Watts
KALB	Alexandria, La.	250	250
KANS	Wichita, Kan.	250	250
KASA	Elk City, Okla.	100	100
KDLR	Devils Lake, N. D.	250	250
KDON	Monterey, Calif.	100	100
KFJI	Klamath Falls, Ore.	100	100
KFOR	Lincoln, Nebr.	250	100
KFXM	San Bernardino, Cal.	100	100
KGLO	Mason City, Iowa	250	250
KGY	Olympia, Wash.	100	100
KHBG	Okmulgee, Okla.	250	250
KIUL	Garden City, Kans.	100	100
KLAH	Carlsbad, N. M.	250	250
KOCA	Kilgore, Tex.	250	250
KOVO	Provo, Utah	250	250
KPFA	Helena, Mont.	250	250
KPPC	Pasadena, Calif.	100	100
KROY	Sacramento, Cal.	100	100
KVSO	Ardmore, Okla.	250	100
†KWAT	Watertown, S. D.	250	250
KWJB	Globe, Ariz.	250	250
KXOX	Sweetwater, Tex.	250	----
†KYUM	Yuma, Ariz.	250	100
WBAX	Wilkes-Barre, Pa.	100	100
WBBL	Richmond, Va.	100	100
WBRB	Red Bank, N. J.	100	100
WCOL	Columbus, O.	100	100
	(CP 1200 kc.)	250	250
WCOU	Lewiston, Me.	250	250
WCOV	Montgomery, Ala.	100	100
WCRW	Chicago	100	100
WEBQ	Harrisburg, Ill.	250	250
WEDC	Chicago	250	250
WFAS	White Plains, N. Y.	100	100
WFOY	St. Augustine, Fla.	250	250
†WFTM	Ft. Myers, Fla.	250	250
WGBB	Freeport, N. Y.	100	100
WGCM	Gulfport, Miss.	250	100
WGRM	Greenwood, Miss.	250	250

1210 KC. (Continued)

Call Letters	City	Day Power in Watts	Night Power in Watts
WHAI	Greenfield, Mass.	250	250
WHBU	Anderson, Ind.	250	100
WHIZ	Zanesville, O.	250	250
WIBU	Poynette, Wis.	250	250
†WINN	Louisville, Ky.	250	100
WJBY	Gadsden, Ala.	250	250
WJEJ	Hagerstown, Md.	250	250
WJIM	Lansing, Mich.	250	250
WJLS	Beckley, W. Va.	250	250
WJMC	Rice Lake, Wisc.	250	----
WJTN	Jamestown, N. Y.	250	250
WJW	Akron, O.	250	250
WKOK	Sunbury, Pa.	100	100
WLOK	Lima, O.	100	100
WMFG	Hibbing, Minn.	250	250
†WOCB	Yarmouth, Mass.	250	250
WOMT	Manitowoc, Wis.	100	100
WPAX	Thomasville, Ga.	250	250
†WPID	Petersburg, Va.	250	250
WRAL	Raleigh, N. C.	250	250
WSAY	Rochester, N. Y.	250	250
WSBC	Chicago	250	250
WSIX	Nashville, Tenn.	250	250
WSNJ	Bridgeton, N. J.	250	250
WSOC	Charlotte, N. C.	250	100
WTMA	Charleston, S. C.	250	250
WTAX	Springfield, Ill.	100	100

1220 KC. REGIONAL

Call Letters	City	Day Power in Watts	Night Power in Watts
KFKU	Lawrence, Kan.	5,000	1,000
KPAC	Port Arthur, Tex.	500	500
KTMS	Santa Barbara	500	500
KTW	Seattle	1,000	1,000
KWSC	Pullman, Wash.	5,000	5,000
WCAD	Canton, N. Y.	500	----
WCAE	Pittsburgh	5,000	1,000
		5,000	*5,000
WDAE	Tampa, Fla.	5,000	1,000
		5,000	*5,000
WGNY	Newburgh, N. Y.	250	----
WREN	Lawrence, Kan.	5,000	1,000

1230 KC. REGIONAL

Call Letters	City	Day Power in Watts	Night Power in Watts
KGBX	Springfield, Mo.	500	500
KGGM	Albuquerque, N. M.	1,000	1,000
KYA	San Francisco	5,000	1,000
WFBM	Indianapolis	5,000	1,000
WNAC	Boston	5,000	1,000
WOL	Washington, D. C.	1,000	1,000

1240 KC. REGIONAL

Call Letters	City	Day Power in Watts	Night Power in Watts
KFJZ	Fort Worth	1,000	1,000
KGCU	Mandan, N. D.	250	250
KTFI	Twin Falls, Idaho	1,000	1,000
WHBF	Rock Island, Ill.	1,000	1,000
WKAQ	San Juan, P. R.	1,000	1,000
WXYZ	Detroit	1,000	1,000
		*5,000	1,000

1250 KC. REGIONAL

Call Letters	City	Day Power in Watts	Night Power in Watts
KFOX	Long Beach, Cal.	1,000	1,000
KIT	Yakima, Wash.	1,000	1,000
KXOK	St. Louis, Mo.	1,000	1,000
WAIR	Winston-Salem, N. C.	250	----
WDSU	New Orleans	1,000	1,000
WHBI	Newark, N. J.	2,500	1,000
WKST	New Castle, Pa.	1,000	----
WMRO	Aurora, Ill.	250	----
WNEW	New York City	5,000	1,000
WTCN	Minneapolis	5,000	1,000

1260 KC. REGIONAL

Call Letters	City	Day Power in Watts	Night Power in Watts
KGVO	Missoula, Mont.	5,000	1,000
KHSL	Chico, Cal.	250	250
		*1,000	*500
KOIL	Omaha	5,000	1,000
KRGV	Weslaco, Tex.	1,000	1,000
KUOA	Siloam Spgs., Ark.	5,000	----
KVOA	Tucson, Ariz.	1,000	1,000
WFVA	Fredericksburg, Va.	250	----
WHIO	Dayton, O.	5,000	1,000
†WHLD	Niagara Falls	1,000	----
WKNE	Keene, N. H.	1,000	1,000
WTOC	Savannah, Ga.	5,000	1,000

1270 KC. REGIONAL

Call Letters	City	Day Power in Watts	Night Power in Watts
KGCA	Decorah, Ia.	100	----
KOL	Seattle	5,000	1,000
KVOR	Colorado Springs	1,000	1,000
KWLC	Decorah, Ia.	100	----
WASH	Grand Rapids, Mich.	500	500
WFBR	Baltimore	5,000	1,000
WJDX	Jackson, Miss.	5,000	1,000
WOOD	Grand Rapids, Mich.	500	500

1280 KC. REGIONAL

Call Letters	City	Day Power in Watts	Night Power in Watts
KLS	Oakland	250	250
KFBB	Great Falls, Mont.	5,000	1,000
WCAM	Camden, N. J.	500	500
WCAP	Asbury Park, N.J.	500	500
WDOD	Chattanooga, Tenn.	5,000	1,000
WIBA	Madison, Wis.	5,000	1,000
WORC	Worcester, Mass.	500	500
WRR	Dallas, Tex.	500	500
WTNJ	Trenton, N. J.	500	500

1290 KC. REGIONAL

Call Letters	City	Day Power in Watts	Night Power in Watts
KDYL	Salt Lake City	5,000	1,000
KLCN	Blytheville, Ark.	100	----
KTRH	Houston, Tex.	5,000	1,000
WEBC	Duluth, Minn.	5,000	1,000
WJAS	Pittsburgh, Pa.	5,000	1,000
WNBZ	Saranac Lake, N.Y.	100	----
WNEL	San Juan, P. R.	2,500	1,000
WATR	Waterbury, Conn.	250	250
†WJHP	Jacksonville, Fla.	250	250

1300 KC. REGIONAL

Call Letters	City	Day Power in Watts	Night Power in Watts
KALE	Portland, Ore.	1,000	1,000
		*5,000	1,000
KFAC	Los Angeles	1,000	1,000
KFH	Wichita, Kan.	5,000	1,000
WBBR	Brooklyn	1,000	1,000
WEVD	New York	1,000	1,000
WFBC	Greenville, S. C.	5,000	1,000
		5,000	*5,000
WHAZ	Troy, N. Y.	1,000	1,000
WHBL	Sheboygan, Wis.	1,000	250

1310 KC. LOCAL

Call Letters	City	Day Power in Watts	Night Power in Watts
KAND	Corsicana, Tex.	100	100
KARM	Fresno, Cal.	250	250
KBND	Bend, Ore.	250	250
KCRJ	Jerome, Ariz.	250	250
KCKN	Kansas City, Kan.	250	250
KFPL	Dublin, Tex.	250	100
KFYO	Lubbock, Tex.	250	100
KGEZ	Kalispell, Mont.	100	100
KGFW	Kearney, Nebr.	250	250
KHUB	Watsonville, Cal.	250	250
†KMYR	Denver, Colo.	250	100
KOCY	Oklahoma City, Okla.	250	250
KOME	Tulsa, Okla.	250	250
KPDN	Pampa, Tex.	100	100
KRBA	Lufkin, Tex.	250	----
KRMD	Shreveport, La.	250	250
KROC	Rochester, Minn.	250	250
KRRV	Sherman, Tex.	250	----
	(CP 880 kc.)	*1,000	*1,000
KSRO	Santa Rosa, Cal.	250	250
KSUB	Cedar City, Utah	100	100
KTSM	El Paso, Tex.	250	250
	(CP 1350 kc.)	*500	*500
KUIN	Grants Pass, Ore.	100	100
KVIC	Victoria, Tex.	250	100
KVOL	Lafayette, La.	250	250
KVOX	Moorhead, Minn.	250	250
KVSF	Santa Fe, N. M.	100	100
†KWFC	Hot Springs, Ark.	250	100
KWOC	Poplar Bluff, Mo.	250	250
KWOS	Jefferson City, Mo.	250	250
KXRO	Aberdeen, Wash.	250	250
WAML	Laurel, Miss.	250	250
WDMJ	Marquette, Mich.	250	250
WBRE	Wilkes-Barre, Pa.	250	250
WBRK	Pittsfield, Mass.	250	250
WCLS	Joliet, Ill.	100	100
WCMI	Ashland, Ky.	250	250
WEBR	Buffalo, N. Y.	250	250
WEMP	Milwaukee	250	250
WEXL	Royal Oak, Mich.	50	50
WFBG	Altoona, Pa.	100	100
WFDF	Flint, Mich.	100	100
†WFIG	Sumter, S. C.	250	100
WGAU	Athens, Ga.	250	250
WGH	Newport News, Va.	250	250
WGTM	Wilson, N. C.	250	250
WHAT	Philadelphia	100	100
WJPR	Greenville, Miss.	250	250
†WJPF	Herrin, Ill.	250	100
WLAK	Lakeland, Fla.	250	250
WLBC	Muncie, Ind.	250	250
†WLBJ	Bowling Green, Ky.	250	250
WLNH	Laconia, N. H.	250	250
WMBO	Auburn, N. Y.	250	250
WMFF	Plattsburg, N. Y.	250	250
WNBH	New Bedford, Mass.	250	250
WRAW	Reading, Pa.	100	100
WROL	Knoxville, Tenn.	250	250
WSAJ	Grove City, Pa.	100	100
WSAV	Savannah, Ga.	100	100
WSGN	Birmingham, Ala.	250	100
WSJS	Winston-Salem, N. C.	250	250
WSOY	Decatur, Ill.	250	100
WTAL	Tallahassee, Fla.	250	100
WTEL	Philadelphia	100	100
WTJS	Jackson, Tenn.	250	250
WTRC	Elkhart, Ind.	250	250

1320 KC. REGIONAL

Call Letters	City	Day Power in Watts	Night Power in Watts
KGHF	Pueblo, Colo.	500	500
KGMB	Honolulu, Hawaii	1,000	1,000
	(CP 590)	*5,000	*1,000
KID	Idaho Falls, Idaho	5,000	500
KRNT	Des Moines	5,000	1,000
WADC	Akron, O.	5,000	1,000
WORK	York, Pa.	1,000	1,000
WSMB	New Orleans	5,000	1,000
		5,000	*5,000

1330 KC. REGIONAL

Call Letters	City	Day Power in Watts	Night Power in Watts
KGB	San Diego, Calif.	1,000	1,000
		*5,000	*5,000
KMO	Tacoma, Wash.	1,000	1,000
KRIS	Corpus Christi, Tex.	500	500

1330 KC. (Continued)

Call Letters	City	Day Power in Watts	Night Power in Watts
KSCJ	Sioux City, Ia.	5,000	1,000
		5,000	*5,000
WDRC	Hartford, Conn.	5,000	1,000
		5,000	*5,000
WSAI	Cincinnati	5,000	1,000
		5,000	*5,000
WTAQ	Green Bay, Wis.	5,000	1,000
		5,000	*5,000

1340 KC. REGIONAL

Call Letters	City	Day Power in Watts	Night Power in Watts
†KDTH	Dubuque, Iowa	500	----
KFRO	(CP) Longview, Tex.	*1,000	*1,000
KGIR	Butte, Mont.	5,000	5,000
KGNO	Dodge City, Kan.	1,000	250
WCOA	Pensacola, Fla.	1,000	500
WFEA	Manchester, N. H.	1,000	500
†WFNC	Fayetteville, N. C.	250	----
†WPAB	Ponce, Porto Rico	1,000	1,000
WSPD	Toledo, O.	5,000	1,000
		5,000	*5,000

1350 KC. REGIONAL

Call Letters	City	Day Power in Watts	Night Power in Watts
KIDO	Boise, Idaho	2,500	1,000
KWK	St. Louis	5,000	1,000
WAWZ	Zarephath, N. J.	1,000	1,000
WBNX	New York	1,000	1,000
		*5,000	1,000
WMBG	Richmond, Va.	500	500
		*5,000	*1,000

1360 KC. REGIONAL

Call Letters	City	Day Power in Watts	Night Power in Watts
KCRC	Enid, Okla.	250	250
KGER	Long Beach, Calif.	1,000	1,000
KLPM	Minot, N. D.	1,000	500
KSLM	Salem, Ore.	1,000	500
WCSC	Charleston, S. C.	1,000	500
WFBL	Syracuse, N. Y.	5,000	1,000
WGES	Chicago	1,000	500
WQBC	Vicksburg, Miss.	1,000	----
WSBT	South Bend, Ind.	500	500

1370 KC. LOCAL

Call Letters	City	Day Power in Watts	Night Power in Watts
KEEN	Seattle	100	100
KELD	El Dorado, Ark.	250	250
KERN	Bakersfield, Calif.	100	100
	(CP 1380 kc.)	*1,000	*1,000
KFGQ	Boone, Ia.	100	----
KFPW	Fort Smith, Ark.	250	250
KFRO	Longview, Tex.	250	----
	(CP 1340 kc.)	*1,000	*1,000
KFVS	Girardeau, Mo.	250	250
KGFL	Roswell, N. M.	100	100
KGKL	San Angelo, Tex.	250	250
KICA	Clovis, N. M.	100	100
KIUN	Pecos, Tex.	100	100
KIUP	Durango, Colo.	100	100
KLUF	Galveston, Tex.	250	250
KMAC	San Antonio, Tex.	250	250
KOBH	Rapid City, S. D.	250	250
KOKO	La Junta, Colo.	100	100
KONO	San Antonio, Tex.	250	250
KORN	Fremont, Neb.	250	100
KRE	Berkeley, Calif.	250	250
KRKO	Everett, Wash.	50	50
KRMC	Jamestown, N. D.	250	250
KTEM	Temple, Tex.	250	250
KTOK	Oklahoma City	250	250
KTSW	Emporia, Kans.	250	250
KTUC	Tucson, Ariz.	250	250
KUJ	Walla Walla, Wash.	100	100
KVFD	Ft. Dodge, Iowa	250	100
KVGB	Great Bend, Kan.	250	250
KVRS	Rock Springs, Wyo.	250	250
KWYO	Sheridan, Wyo.	250	250
WABY	Albany, N. Y.	250	250
WAGF	Dothan, Ala.	250	----
WATL	Atlanta	250	250
†WATW	Ashland, Wis.	100	100
WBLK	Clarksburg, Va.	250	250
WBNY	Buffalo, N. Y.	250	250
WBTH	Williamson, W. Va.	250	250
WBTM	Danville, Va.	250	100
WCOS	Columbia, S. C.	250	250
WCBM	Baltimore	250	250
WCNC	Elizabeth City, N. C.	250	250
WDAS	Philadelphia	250	250
WDWS	Champaign, Ill.	250	250
WEOA	Evansville, Ind.	250	250
WFOR	Hattiesburg, Miss.	250	100
WFTL	Ft. Lauderdale, Fla.	250	100
WGBR	Goldsboro, N. C.	250	250
WGL	Fort Wayne, Ind.	250	250
WGRC	New Albany, Ind.	250	250
WHBQ	Memphis	100	100
WHDF	Calumet, Mich.	250	250
†WHKY	Hickory, N. C.	250	250
WHLB	Virginia, Minn.	250	250
WHLS	Port Huron, Mich.	250	250
†WHUB	Cookeville, Tenn.	250	250
WIBM	Jackson, Mich.	250	250
WISE	Asheville, N. C.	250	250
WJAC	Johnstown, Pa.	250	250
WLLH	Lowell, Mass.	250	250
WMAN	Mansfield, Ohio	250	----
WMBR	Jacksonville, Fla.	250	250
WMFD	Wilmington, N. C.	250	100
WMGA	Moultrie, Ga.	250	250

(Continued on page 70)

KRLD

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DIRECTORY OF U. S. BROADCASTING STATIONS BY FREQUENCIES

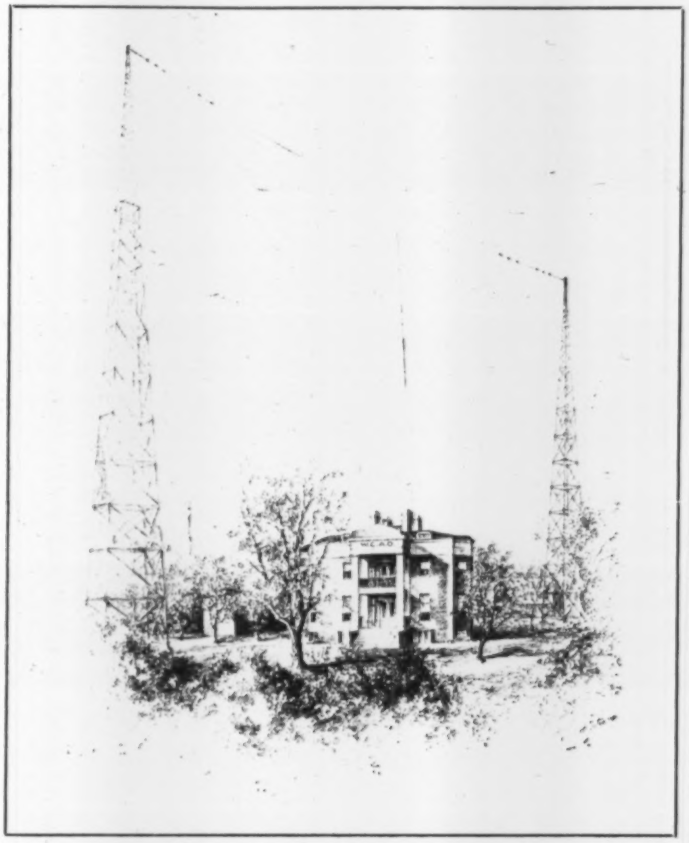
(Continued from page 68)

Call Letters	City	Day Power in Watts	Night Power in Watts
	1370 KC. (Continued)		
WMIN	St. Paul, Minn.	250	250
WMSL	Decatur, Ala.	250	250
WOC	Davenport, Ia.	250	250
†WORD	Spartanburg, S. C.	250	100
WPAY	Portsmouth, O.	100	100
WPRA	Mayaguez, P. R.	250	100
	(CP 780 kc.)	*2,500	*1,000
WRAK	Williamsport, Pa.	250	250
WRDO	Augusta, Me.	100	100
WRJN	Racine, Wis.	250	250
WSAU	Wausau, Wis.	250	250
†WSLB	Ogdensburg, N. Y.	250	250
WSVS	Buffalo, N. Y.	50	
†WATW	Ashland, Wis.	100	100
WTSP	St. Petersburg, Fla.	250	250
	1380 KC. REGIONAL		
KERN	Bakersfield	100	100
	(CP 1380 kc.)	*1,000	*1,000
KOH	Reno, Nev.	500	500
	(CP 630 kc.)	*1,000	*1,000
KQV	Pittsburgh	1,000	1,000
WALA	Mobile, Ala.	1,000	500
		1,000	*1,000
WING	Dayton, O.	500	250
WKBH	LaCrosse, Wis.	1,000	1,000
WNBC	New Britain, Conn.	1,000	1,000
	1390 KC. REGIONAL		
KOY	Phoenix, Ariz.	1,000	1,000
KLRA	Little Rock, Ark.	5,000	1,000
KRLC	Lewiston, Ida.	250	250
WHK	Cleveland	5,000	1,000
WQDM	St. Albans, Vt.	1,000	----
KABR	Aberdeen, S. D.	1,000	500
	1400 KC. REGIONAL		
KLO	Ogden, Utah	5,000	5,000
KTUL	Tulsa, Okla.	5,000	5,000
WARD	Brooklyn	500	500
WBBC	Brooklyn	500	500
WHDL	Olean, N. Y.	250	----
WIRE	Indianapolis, Ind.	5,000	5,000
WLTH	Brooklyn	500	500
WVFW	Brooklyn	500	500
	1410 KC. REGIONAL		
KFJM	Grand Forks, N. D.	1,000	500
KGNC	Amarillo, Tex.	2,500	1,000
KMED	Medford, Ore.	1,000	250
WAAB	Boston	1,000	1,000
WBCM	Bay City, Mich.	1,000	500
WHIS	Bluefield, W. Va.	1,000	500
WROK	Rockford, Ill.	1,000	500
WSFA	Montgomery, Ala.	1,000	500
	1420 KC. REGIONAL		
KABC	San Antonio, Tex.	250	250
KATE	Albert Lea, Minn.	250	250
KBPS	Portland, Ore.	100	100
KCMC	Texarkana, Tex.	250	250
	1420 KC. (Continued)		
KDNT	Denton, Tex.	100	100
KEUB	Price, Utah	100	100
KFAM	St. Cloud, Minn.	250	250
KFIZ	Fond du Lac, Wis.	100	100
KGFF	Shawnee, Okla.	250	250
KGIW	Alamosa, Colo.	100	100
KGLU	Safford, Ariz.	250	250
KIDW	Lamar, Colo.	100	100
KLBM	La Grande, Ore.	250	250
KNET	Palestine, Tex.	100	----
KORE	Eugene, Ore.	250	250
KRBC	Abilene, Tex.	250	250
KRIC	Beaumont, Tex.	250	250
KRBM	Bozeman, Mont.	250	250
KRLH	Midland, Tex.	100	100
KSAN	San Francisco, Calif.	250	250
KTRI	Sioux City, Ia.	250	250
KUMA	Yuma, Ariz.	100	100
KVAK	Atchison, Kans.	100	100
KWAL	Wallace, Ida.	250	100
KXL	Portland, Ore.	250	250
KWBG	Hutchinson, Kans.	250	250
WACO	Waco, Tex.	250	250
WAGM	Presque Isle, Me.	100	100
WAPO	Chattanooga, Tenn.	250	250
	(CP 1120 kc.)	*1,000	*500
†WAOV	Vincennes, Ind.	100	100
WAZL	Hazleton, Pa.	250	250
WCBS	Springfield, Ill.	250	250
WCHV	Charlottesville, Va.	250	250
WEED	Rocky Mount, N. C.	250	250
WELL	Battle Creek, Mich.	100	100
WFMJ	Youngstown, O.	250	250
WGNC	Gastonia, N. C.	250	250
WGPC	Albany, Ga.	100	100
WHFC	Cicero, Ill.	250	250
WHMA	Anniston, Ala.	250	250
WILM	Wilmington, Del.	250	250
WJMS	Ironwood, Mich.	250	250
†WKIP	Poughkeepsie, N. Y.	250	250
WLAP	Lexington, Ky.	250	100
WLEU	Erie, Pa.	250	250
†WLPM	Suffolk, Va.	250	100
WMAS	Springfield, Mass.	250	250
WMBC	Detroit	250	250
WMBH	Joplin, Mo.	250	250
WMBS	Uniontown, Pa.	250	250
WMFJ	Daytona, Beach, Fla.	250	250
WMSD	Muscle Shoals City, Ala.	250	250
WNOE	New Orleans	250	250
WPAD	Paducah, Ky.	250	250
WPAR	Parkersburg, W. Va.	100	100
WPRP	Ponce, P. R.	250	250
WSLI	Jackson, Miss.	250	250
WSPB	Sarasota, Fla.	250	100
	1430 KC. REGIONAL		
KGNF	North Platte, Nebr.	1,000	----
KINY	Juneau, Alaska	1,000	1,000
KSO	Des Moines, Ia.	5,000	1,000
	1430 KC. (Continued)		
WBNS	Columbus, O.	5,000	1,000
WHEC	Rochester, N. Y.	1,000	500
WHP	Harrisburg, Pa.	5,000	1,000
WMPS	Memphis	1,000	500
WOKO	Albany, N. Y.	1,000	500
	1440 KC. REGIONAL		
KDFN	Casper, Wyo.	500	500
KELA	Centralia, Wash.	1,000	1,000
KXYZ	Houston, Tex.	1,000	1,000
WBIG	Greensboro, N. C.	5,000	1,000
WCBA	Allentown, Pa.	500	500
WMBD	Peoria, Ill.	5,000	1,000
WSAN	Allentown, Pa.	500	500
	1450 KC. REGIONAL		
KCMO	Kansas City	1,000	1,000
		*5,000	1,000
KGCX	Wolf Point, Mont.	1,000	1,000
KIEM	Eureka, Calif.	1,000	500
KTBS	Shreveport, La.	1,000	1,000
WAGA	Atlanta, Ga.	1,000	500
WGAR	Cleveland	5,000	1,000
WHOM	Jersey City, N. J.	250	250
WSAR	Fall River, Mass.	1,000	1,000
	1460 KC. HIGH POWER REGIONAL		
KSTP	Mpls-St. Paul	25,000	10,000
		*50,000	*50,000
WJSV	Washington, D. C.	10,000	10,000
		*50,000	*50,000
	1470 KC. HIGH POWER REGIONAL		
KGA	Spokane, Wash.	5,000	5,000
WLAC	Nashville, Tenn.	5,000	5,000
WMEX	(CP) Boston	*5,000	*5,000
	1480 KC. HIGH POWER REGIONAL		
KOMA	Oklahoma City	5,000	5,000
WKBW	Buffalo, N. Y.	5,000	5,000
WHIP	Hammond, Ind.	5,000	
	1490 KC. HIGH POWER REGIONAL		
KFBK	Sacramento, Calif.	10,000	10,000
WCKY	Cincinnati	50,000	50,000
	1500 KC. LOCAL		
KAWM	Gallup, N. M.	250	100
KBIX	Muskogee, Okla.	100	100
KBKR	Baker, Ore.	250	100
KBST	Big Springs, Tex.	100	100
KDAL	Duluth, Minn.	250	100
KDB	Santa Barbara, Cal.	250	100
KDRO	Sedalia, Mo.	250	250
KFDA	Amarillo, Tex.	250	250
KGFI	Brownsville, Tex.	250	100
KGKB	Tyler, Tex.	250	250
KGKY	Scotts Bluff, Nebr.	250	250
KNEL	Brady, Tex.	250	100
KNOW	Austin, Tex.	250	250
KOTN	Pine Bluff, Ark.	100	100
	1500 KC. (Continued)		
KOVC	Valley City, N. D.	250	250
KPAB	Laredo, Tex.	250	250
KPLC	Lake Charles, La.	250	250
KPLT	Paris, Tex.	250	250
KPQ	Wenatchee, Wash.	250	250
KRNR	Roseburg, Ore.	250	100
†KROD	El Paso, Tex.	100	100
KSAL	Salina, Kan.	250	100
	(CP 1120 Kc.)	*1,000	*500
KSAM	Huntsville, Tex.	250	----
†KTOH	Lihue, Hawaii	250	100
KUTA	Salt Lake City, Utah	250	250
KVOE	Santa Ana, Calif.	100	100
KVWC	Vernon, Tex.	250	250
KWEW	Hobbs, N. M.	100	----
KXO	El Centro, Calif.	100	100
†KYCA	Prescott, Ariz.	250	100
KYSM	Mankato, Minn.	250	250
WCNW	Brooklyn, N. Y.	250	100
WDAN	Danville, Ill.	250	250
WDNC	Durham, N. C.	250	250
WGAL	Lancaster, Pa.	250	250
WGIL	Galesburg, Ill.	250	250
WGKV	Charleston, W. Va.	100	100
†WGTC	Greenville, N. C.	250	----
WHBB	Selma, Ala.	100	100
WJBK	Detroit	250	250
WKAT	Miami Beach	250	250
WKBB	Dubuque, Ia.	250	250
WKBV	Richmond, Ind.	100	100
WKBZ	Muskegon, Mich.	250	250
WKEU	Griffin, Ga.	100	----
WKNY	Kingston, N. Y.	100	----
WMEX	Boston	250	250
	(CP 1470 kc.)	*5,000	*5,000
†WMJM	Cordele, Ga.	250	100
†WMOG	Brunswick, Ga.	250	100
WNBF	Binghamton, N. Y.	250	250
WNLC	New London, Conn.	100	100
WOMI	Owensboro, Ky.	250	250
†WOLF	Syracuse, N. Y.	100	100
WOPI	Bristol, Tenn.	250	250
WRGA	Rome, Ga.	250	250
WRDW	Augusta, Ga.	250	250
WRTD	Richmond, Va.	100	100
WSTP	Salisbury, N. C.	250	250
WSYB	Rutland, Vt.	250	250
WTMC	Ocala, Fla.	100	100
WTMV	East St. Louis, Ill.	250	250
WWRL	Woodside, N. Y.	250	100
WWSW	Pittsburgh	250	250
	1530 KC. SPECIAL		
KITE	Kansas City	1,000	1,000
†WAKR	Akron, O.	1,000	1,000
WBRY	Waterbury, Conn.	1,000	1,000
	1550 KC. SPECIAL		
WQXR	New York City	1,000	1,000
		*5,000	*5,000
KPMC	Bakersfield, Calif.	1,000	1,000

Endorsed by the NAB

Lang-Worth is the largest TAX-FREE music library in the world. Lang-Worth is the ONLY tax-free library guaranteed and insured in its entirety for the Broadcasters' protection.

LANG-WORTH, INC., NEW YORK, N.Y.



WCAO

"The Voice of Baltimore"

Established May 1922
600 Kilocycles

Maryland's only CBS Outlet Since 1926

The story of WCAO is a parallel to the story of American radio.

WCAO began broadcasting in the very early days of radio. Today WCAO is considered Maryland's standard station.

Every year is a WCAO year in Baltimore.

National Representatives
Paul H. Raymer Company

DIRECTORY OF CANADIAN BROADCAST STATIONS BY FREQUENCIES

(Revised to January 1, 1940. (†) Denotes station under construction.)

Call Letters	City	Power
540 KC.		
CBK	Watrous, Sask.	50,000
550 KC.		
CFNB	Fredericton, N. B.	1,000
560 KC.		
CJKL	Kirkland Lake, Ont.	1,000
580 KC. (U. S.-CANADIAN SHARED)		
CFPR	Prince Rupert, B. C.	50
CHRC	Quebec, Que.	100
CKCL	Toronto, Ont.	100
CKUA	Edmonton, Alta.	500
CKPR	Fort William, Ont.	1,000
600 KC. (U. S.-CANADIAN SHARED)		
CFCF	Montreal, Que.	500
CFQC	Saskatoon, Sask.	1,000
CJOR	Vancouver, B. C.	500
610 KC.		
CHNC	New Carlisle, Que.	1,000
630 KC. (U. S.-CANADIAN SHARED)		
CFCO	Chatham, Ont.	100
CFCY	Charlottetown, P.E.I.	1,000
CJRC	Winnipeg, Man.	1,000
CKOV	Kelowna, B. C.	1,000
690 KC. (CANADIAN EXCLUSIVE)		
CFRB	Toronto, Ont.	10,000
CJCJ	Calgary, Alta.	100
730 KC. (CANADIAN EXCLUSIVE)		
CFPL	London, Ont.	100
CJCA	Edmonton, Alta.	1,000
CKAC	Montreal, Que.	5,000
780 KC. (U. S. CANADIAN SHARED)		
CHWK	Chilliwack, B. C.	100
CKSO	Sudbury, Ont.	1,000
840 KC. (CANADIAN EXCLUSIVE)		
CBL	Toronto, Ont.	50,000
880 KC. (U. S.-CANADIAN SHARED)		
CBO	Ottawa, Ont.	1,000
CFJC	Kamloops, B. C.	1,000
910 KC. (CANADIAN EXCLUSIVE)		
CBF	Montreal, Que.	50,000
CJAT	Trail, B. C.	1,000
CKY	Winnipeg, Man.	15,000
930 KC. (CANADIAN EXCLUSIVE)		
CFAC	Calgary, Alta.	1,000
CFCH	North Bay, Ont.	100
CFLC	Prescott, Ont.	100
CHNS	Halifax, N. S.	1,000
CKPC	Brantford, Ont.	100
950 KC. (U. S. REGIONAL AND CANADIAN LOCAL)		
CBV	Quebec, Que.	1,000
CJRM	Regina, Sask.	1,000
960 KC. (CANADIAN EXCLUSIVE)		
CBM	Montreal, Que.	5,000
CFRN	Edmonton, Alta.	100
1010 KC. (U. S.-CANADIAN SHARED)		
CHML	Hamilton, Ont.	100
CKCD	Vancouver, B. C.	100
CKCK	Regina, Sask.	1,000
CKCO	Ottawa, Ont.	100
CKIC	Wolfville, N. S.	50
CKWX	Vancouver, B. C.	100
1030 KC. (CANADIAN EXCLUSIVE)		
CFCN	Calgary, Alta.	10,000
CJBR	Rimouski, Que.	1,000
CKLW	Windsor, Ont.	5,000
1050 KC. (U. S. CLEAR. NOW PARTLY SHARED)		
CBA	Sackville, N. B.	50,000
1100 KC. (U. S CLEAR, NOW PARTLY SHARED)		
CBR	Vancouver, B. C.	5,000
1120 KC. (U. S.-CANADIAN SHARED)		
CBJ	Chicoutimi, Que.	100
CHLP	Montreal, Que.	100
CHSJ	Saint John, N. B.	100
CKOC	Hamilton, Ont.	1,000—D 500—N
CKX	Brandon, Man.	1,000
1200 KC. (U. S.-CANADIAN SHARED)		
CFGP	Grande Prairie, Alta.	100
CHAB	Moose Jaw, Sask.	100—N 250—D
CHGB	St. Anne de la Pocatiere, Que	100
CKNX	Wingham, Ont.	100
CKTB	St. Catharines, Ont.	100
CKVD	Val d'Or, Que.	100
1210 KC. (U. S.-CANADIAN SHARED)		
CHLT	Sherbrooke, Que.	100
CJCS	Stratford, Ont.	50
CJOC	Lethbridge, Alta.	100
CKBI	Prince Albert, Sask.	100
CKCH	Hull, Que.	100
CKMC	Cobalt, Ont.	50
†CKNB	Campbellton, N. B.	100
1240 KC. (U. S. REGIONAL)		
CJCB	Sydney, N. S.	1,000
1290 KC.		
†CJHC	Halifax, N. S.	1,000
1310 KC. (U. S. AND CANADIAN LOCAL)		
CHCK	Charlottetown, P.E.I.	50
CJLS	Yarmouth, N. S.	100
CKCV	Quebec, Que.	100
1370 KC. (U. S. AND CANADIAN LOCAL)		
CFAR	Flin Flon, Man.	100
†CFOS	Owen Sound, Ont.	100
CKCW	Moncton, N. B.	100
CKRN	Rouyn, Que.	100
1410 KC. (U. S. REGIONAL AND CANADIAN LOCAL		
CKFC	Vancouver, B. C.	50
CKMO	Vancouver, B. C.	100
1420 KC. (U. S. AND CANADIAN LOCAL)		
CBY	Toronto, Ont.	100
CHLN	Three Rivers, Que.	100
CKCA	Kenora, Ont.	250—D 100—N
†CHNB	North Battleford, Sask.	100
CKLN	Nelson, B. C.	100
1430 KC.		
CJGX	Yorkton, Sask.	1,000
1440 KC.		
CKGB	Timmins, Ont.	1,000
1450 KC. (U. S. AND CANADIAN REGIONAL)		
CFCT	Victoria, B. C.	500
CHGS	Summerside, P.E.I.	50
1500 KC.		
CJIC	Sault Ste. Marie, Ont.	100
1510 KC.		
CFRC	Kingston, Ont.	100
CKCR	Kitchener, Ont.	100

DIRECTORY OF CANADIAN BROADCAST STATIONS BY CALL LETTERS

**Indicates station not yet in operation as of January 1, 1940)*

C	
CBA	Sackville, N. B.
CBF	Montreal, Que.
CBJ	Chicoutimi, Que.
CBK	Watrous, Sask.
CBL	Toronto, Ont.
CBM	Montreal, Que.
CBO	Ottawa, Ont.
CBR	Vancouver, B. C.
CBV	Quebec, Que.
CBY	Toronto, Ont.
CFAC	Calgary, Alta.
CFAR	Flin Flon, Man.
CFCF	Montreal, Que.
CFCH	North Bay, Ont.
CFCN	Calgary, Alta.
CFCO	Chatham, Ont.
CFCT	Victoria, B. C.
CFCY	Charlottetown, P.E.I.
CFGP	Grande Prairie, Alta.
CFJC	Kamloops, B. C.
CFLC	Prescott, Ont.
CFNB	Fredericton, N. B.
*CFOS	Owen Sound, Ont.
CFPL	London, Ont.
CFPR	Prince Rupert, B. C.
CFQC	Saskatoon, Sask.
CFRB	Toronto, Ont.
CFRC	Kingston, Ont.
CFRN	Edmonton, Alta.
CHAB	Moose Jaw, Sask.
CHCK	Charlottetown, P.E.I.
CHGB	St. Anne de la Pocatiere, Que.
CHGS	Summerside, P.E.I.
CHLN	Three Rivers, Que.
CHLP	Montreal, Que.
CHLT	Sherbrooke, Que.
CHML	Hamilton, Ont.
*CHNB	North Battleford, Sask.
CHNC	New Carlisle, Que.
CHNS	Halifax, N. S.
CHRC	Quebec, Que.
CHSJ	St. John, N. B.
CHWK	Chilliwack, B. C.
CJAT	Trail, B. C.
CJBR	Rimouski, Que.
CJCA	Edmonton, Alta.
CJCB	Sydney, N. S.
CJCJ	Calgary, Alta.
CJCS	Stratford, Ont.
CJGX	Yorkton, Sask.
*CJHC	Halifax, N. S.
CJIC	Sault Ste. Marie, Ont.
CJKL	Kirkland Lake, Ont.
CJLS	Yarmouth, N. S.
CJOC	Lethbridge, Alta.
CJOR	Vancouver, B. C.
CJRC	Winnipeg, Man.
CJRM	Regina, Sask.
CKAC	Montreal, Que.
CKBI	Prince Albert, Sask.
CKCA	Kenora, Ont.
CKCD	Vancouver, B. C.
CKCH	Hull, Que.
CKCK	Regina, Sask.
CKCL	Toronto, Ont.
CKCO	Ottawa, Ont.
CKCR	Waterloo, Ont.
CKCV	Quebec, Que.
CKCW	Moncton, N. B.
CKFC	Vancouver, B. C.
CKGB	Timmins, Ont.
CKIC	Wolfville, N. S.
CKLN	Nelson, B. C.
CKLW	Windsor, Ont.
CKMC	Cobalt, Ont.
CKMO	Vancouver, B. C.
*CKNB	Campbellton, N. B.
CKNX	Wingham, Ont.
CKOC	Hamilton, Ont.
CKOV	Kelowna, B. C.
CKPC	Brantford, Ont.
CKPR	Port Arthur, Ont.
CKRN	Rouyn, Que.
CKSO	Sudbury, Ont.
CKTB	St. Catharines, Ont.
CKUA	Edmonton, Alta.
CKVD	Val d'Or, Que.
CKWX	Vancouver, B. C.
CKX	Brandon, Man.
CKY	Winnipeg, Man.
SHORT WAVE	
CJCX	Sydney, N. S.
CJRO	Winnipeg, Man.
CJRX	Winnipeg, Man.
CFCX	Montreal, Que.
CFRX	Toronto, Ont.
CFVP	Calgary, Ont.
CHNX	Halifax, N. S.
CKFX	Vancouver, B. C.

International Broadcasting Stations of the United States

Authorized by FCC as of January 15, 1940[1]

Call Letters	Licensee and Location	Frequencies in Kilocycles	Power in Watts
WCBX[2]	Columbia Broadcasting System *Transmitter:* Near Wayne, N. J.	6120, 6170, 9650 11830, 15270, 17830, 21570	10,000
WLWO[3]	The Crosley Corp. *Transmitter:* Mason, O.	6060, 9590, 11870 15270, 17760, 21650	10,000 CP-50,000
WGEA[4]	General Electric Co. *Transmitter:* S. Schenectady, N. Y.	9550, 15330, 21500	25,000
WGEO[4]	General Electric Co. *Transmitter:* S. Schenectady, N. Y.	6190, 9530, 21590	100,000
KGEI[4]	General Electric Co. *Transmitter:* San Francisco, Cal.	6190, 9530, 15330	20,000
WDJM[5]	Isle of Dreams Broadcasting Corp. *Transmitter:* Miami, Fla.	6040	5,000
WRCA[6]	National Broadcasting Co. *Transmitter:* Bound Brook, N. J.	9670, 21630	35,000
WNBI[7]	National Broadcasting Co. *Transmitter:* Bound Brook, N. J.	6100, 17780	35,000
WCAB[8]	WCAU Broadcasting Co. *Transmitter:* Newtown Square, Pa.	6060, 9590, 15270 21520, 25725	10,000
WBOS[9]	Westinghouse E. & M. Co. *Transmitter:* Millis, Mass.	6140, 9570, 15210, 21540	10,000
WPIT[10]	Westinghouse E. & M. Co. *Transmitter:* Saxonburg, Pa.	6140, 9570, 11870 15210, 17780, 21540	40,000
WRUL	World Wide Broadcasting Corp. *Transmitter:* Scituate, Mass.	6040, 11730, 11790 15130, 15250, 21460	20,000
WRUW	World Wide Broadcasting Corp. *Transmitter:* Scituate, Mass.	11730, 15130, 25600	20,000

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[1] In conformity with FCC Rules: Sections 4.41-4.47. (Sec. 4.43(a) suspended indefinitely Sept. 27, 1939.)

[2] Also licensee of WABC, New York City.

[3] Also licensee of WLW and WSAI, Cincinnati.

[4] Also owner of WGY, Schenectady, and KGO, San Francisco.

[5] Also licensee of WIOD, Miami.

[6] Also licensee of WJZ, New York City.

[7] Also licensee of WJZ, New York City.

[8] Also licensee of WCAU, Philadelphia.

[9] Also owner of WBZ-WBZA, Boston-Springfield.

[10] Also owner of KDKA, Pittsburgh.

CP—Construction permit only.

Specialized
SALES STORIES

Tested Shows

60 Min. (Daily Partic.)	Italo-American Revue
30 Min. (Daily Partic.)	La Famiglia Italiana
6 — 15 Min. Weekly	Album of Love
5 — 15 Min. Weekly	The Veiled Lady
3 — 15 Min. Weekly	Sports by Spadaro
2 — 15 Min. Weekly	Here's Your Answer
1 — 60 Min. Weekly	Untold Glories of Italy

STATISTICS show that the Italo-American Market in the New York-Metropolitan District has a *greater* Population, *more* Radio Homes and *bigger* Retail Sales than many KEY cities in the different sections of the country.

That is why such progressive Advertisers as Oxydol, Old Gold, Pillsbury Flour, Ivory Soap, Family Finance, Camay, etc., etc., are using WOV, in *addition* to their English programs in New York. The *low cost per sale results* they enjoy convinces them of the need for such *specialized* advertising.

With any of the *tested* shows listed above, you, too, can capitalize on our *definite buying influence* with 1,500,000 Italo-Americans who spend over a Billion Dollars annually!

WOV

GREATER NEW YORK BROADCASTING CORPORATION • NEW YORK CITY

NEW BROADCAST STATIONS AUTHORIZED BY THE FCC DURING 1939

Total: 56

** Asterisk denotes station was on the air as of January 15, 1940*

ALABAMA

*WMOB, Mobile—Licensed to S. B. Quigley, automobile dealer. Granted Jan. 9; 100 watts daytime on 1200 kc.

ARIZONA

KYUM, Yuma—CP issued to Yuma Broadcasting Co.; 45% of stock owned by KTAR Broadcasting Co., licensee of KTAR, Phoenix, and KVOA, Tucson; 25% by R. N. Campbell, attorney, vice-president and treasurer; 15% by D. Morgan Campbell, attorney, secretary; 15% by John H. Huber, merchant, president. Granted Aug. 8; 100 watts night and 250 day on 1210 kc.

ARKANSAS

KWFC, Hot Springs—CP issued to Hot Springs Broadcasting Co.; 50% of stock each owned by Howard A. Shuman, broadcaster, and Clyde E. Wilson, local furniture dealer. Granted July 26; 100 watts night and 250 day on 1310 kc.

COLORADO

KMYR, Denver—CP issued to F. W. Meyer, manager of KLZ, Denver. Granted Nov. 16; 100 watts night and 250 day on 1310 kc.

FLORIDA

*WFTL, Fort Lauderdale—Licensed to Tom M. Bryan, contracting and real estate. Granted July 13; 100 watts night and 250 day on 1370 kc.

WFTM, Fort Myers—CP issued to Fort Myers Broadcasting Co.; W. E. Benns Jr., president; Mrs. W. E. Benns, vice-president and treasurer; R. Julian Skinner, director. Granted Oct. 3; 250 watts on 1210 kc.

*WTMC, Ocala—Licensed to John T. Alsop, Jr., former mayor of Jacksonville, motion pictures and real estate. Granted March 13; 100 watts on 1500 kc.

WDLP, Panama City—CP issued to Panama City Broadcasting Co.; Phillip A. Roll, attorney, president, 33 1/3% stockholders; E. D. DeWitt, retired newspaper broker, vice-president, 33 1/3%; W. J. Cook, Ford dealer and bank vice-president, secretary-treasurer, 33 1/3%. Granted June 27; 100 watts night and 250 day on 1200 kc.

*WSPB, Sarasota—Licensed to WSPB Inc.; 32% of stock each owned by S. H. Campbell Jr., Chattanooga oil distributor, president; R. C. Jones Jr., Chattanooga merchant; S. C. Hutcheseon, Chattanooga miller; C. L. Babcock, Puna Gorda, Fla., retired, vice-president, 2%; Clyde H. Wilson, Sarasota, Fla., attorney, secretary, 2%. Granted July 13; 100 watts night and 250 day on 1420 kc.

*WTSP, St. Petersburg—Licensed to Pinellas Broadcasting Co.; Sam H. Mann Jr., attorney, president, 48 shares; McKinney Barton, attorney, vice-president, 1 share; James R. Bussey, attorney, secretary-treasurer, 1 share. Granted April 3; 250 watts on 1370 kc. (Sale to Nelson Poynter, publisher of *St. Petersburg Times*, pends FCC approval.)

GEORGIA

WMOG, Brunswick—CP issued to Coastal Broadcasting Co.; 98% owned by Alma W. King, city manager for three theaters. Granted July 13; 100 watts night and 250 day on 1500 kc.

WMJM, Cordele—CP issued to Cordele Dispatch Publishing Co. Inc., publisher of *Cordele Dispatch;* John W. Greer Jr., president, 69% stockholder. Granted Oct. 3; 100 watts night and 250 day on 1500.

*WMGA, Moultrie—Licensed to Frank R. Pidcock Sr., executive vice-president, Georgia Northern Railroad. Granted July 13; 250 watts on 1370 kc.

ILLINOIS

WJPF, Herrin—CP issued to Orville W. Lyerla, local postmaster and farmer. Granted July 27; 100 watts night and 250 day on 1310 kc.

INDIANA

WAOV, Vincennes—CP issued to Vincennes Newspapers Inc., publisher of *Vincennes Sun-Commercial* (E. C. Pulliam, operator of WIRE, Indianapolis, president). Granted Nov. 21; 100 watts on 1420 kc.

IOWA

*KVFD, Fort Dodge—Licensed to Northwest Broadcasting Co.; Edward Breen, attorney, president; O. M. Oleson, vice-president; Allen R. Loomis II, secretary-treasurer. Granted July 13; 100 watts night and 250 day on 1370 kc.

KENTUCKY

WLBJ, Bowling Green—CP issued to Bowling Green Broadcasting Co.; Rayburn R. Rose, real estate man, president, 5% stockholder; Ennis P. Harris, tobacco warehouse owner, vice-president, 5%; Lee B. Jenkins, Kinston, N. C., tobacco broker and farmer, secretary-treasurer, 90%. Granted June 27; 250 watts on 1310 kc.

WHOP, Hopkinsville—Licensed to Paducah Broadcasting Co. Inc.; same ownership as WPAD, Paducah, Ky. (Pierce E. Lackey). Granted Nov. 1; 250 watts on 1200 kc.

WINN, Louisville—CP issued to Kentucky Broadcasting Corp.; D. E. Kendrick, president, 52%; Arthur C. Van Winkle, attorney, vice-president, 24%; Oldham Clarke, attorney, vice-president, 14%; M. K. McCarten, secretary-treasurer, 10%. Granted Feb. 6; 100 watts night and 250 day on 1210 kc.

MASSACHUSETTS

*WESX, Salem—Licensed to North Shore Broadcasting Co.; Charles W. Phelan, president and secretary, 1 share; Mrs. Margaret B. Phelan, secretary, 1 share; Edward F. Flynn, Boston attorney, 1 share Granted July 13; 100 watts on 1200 kc.

MICHIGAN

*WCAR, Pontiac — Licensed to Pontiac Broadcasting Co.; 50% stock held by H. Y. Levinson, secretary-treasurer, publisher of *Farmington* (Mich.) *Enterprise*, a weekly; 10% by Earle C. Kneale, local manufacturer, vice-president; 7.8% by Harold E. Howlett, president, lawyer; remainder of stock held by various local residents. Granted July 27; 1,000 watts daytime on 1100 kc.

WSAM, Saginaw—CP issued to Saginaw Broadcasting Co.; Milton L. Greenebaum, merchant, 35%, president; Morris Nover, merchant, 25%, vice-president; Adolph Greenebaum, merchant, 25%, secretary-treasurer; Burnett Abott, H. D. Peet, G. M. Peet, J. W. Symons Jr., Walter Harris. Granted Oct. 26; 100 watts night and 250 day on 1200 kc.

WHAL, Saginaw—CP issued to Harold F. Gross, operator of WJIM, Lansing, and Edmund C. Shields, attorney and Democratic National Committeeman from Michigan; each holds 45% of stock, with Charles Carlisle, Saginaw, 10%. Granted Oct. 26; 500 watts daytime on 950 kc.

WSOO, Sault Ste. Marie—CP issued to Hiawathaland Broadcasting Co.; 65% of stock held by Vernon W. Atkins, insurance agent, president; 33% by George A. Osborn, publisher of the *Sault Ste. Marie News*, vice-president and treasurer. Granted Aug. 8; 100 watts night and 250 day on 1200 kc.

MISSISSIPPI

*WJPR, Greenville—Licensed to John R. Pepper, wholesale grocer. Granted July 27; 250 watts on 1310 kc.

*WSKB, McComb — Licensed to McComb Broadcasting Corp.; Robert Louis Sanders, president, former broadcast station operator, 40%; George Blumenstock, Biloxi, Miss., 40%; Kramer Service Inc. (Mayor Xavier A. Kramer of McComb, president), 3.5%. Granted April 11; 100 watts on 1200 kc.

MISSOURI

*KDRO, Sedalia—Licensed to Albert S. Drohlich, store manager, and Robert Drohlich, buyer. Granted April 3; 250 watts on 1500 kc.

NEBRASKA

*KORN, Fremont—Licensed to Nebraska Broadcasting Corp.; Clark Standiford, manager, 9 shares; A. C. Sidner, attorney, 5; Arthur Baldwin, real estate, 1; Earl J. Lee, attorney, 1; C. C. Marshall, retired nurseryman, 1. Granted Nov. 3; 100 watts night and 250 day on 1370 kc.

KHAS, Hastings—CP issued to Nebraska Broadcasting Co.; 191 out of 320 issued shares owned by Fred A. Seaton, publisher of *Hastings Daily Tribune;* 25 by J. H. Hamil; 20 by Lloyd C. Thomas, manager; other stock held by more than 30 local citizens. Granted July 13; 250 watts on 1200 kc.

NEW JERSEY

*WBAB, Atlantic City—Licensed to Press-Union Publishing Co., publisher of *Atlantic City Press* and *Union*. Granted March 6; 100 watts night and 250 day on 1200 kc.

NEW YORK

*WKNY, Kingston—Licensed to Kingston Broadcasting Corp.; John R. McKenna, Long Island City, N. Y., radio engineer, president, 42.5% stockholder; Louis J. Furman, Oceanside, N. Y., owner of newspaper and periodical agency, vice-president, 30%; Norman B. Furman, secretary-treasurer, 12.5%; Morris S. Novik, director, manager of WNYC, New York, 15%. Granted June 20; 100 watts daytime on 1500 kc.

WHLD, Niagara Falls — CP issued to Niagara Falls Gazette Publishing Co., publisher of *Niagara Falls Gazette*. Granted Sept. 1; 1,000 watts daytime on 1260 kc.

WSLB, Ogdensburg—CP issued to St. Lawrence Broadcasting Corp.; Joseph R. Brandy Jr., president of *Ogdensburg Advance-News*, president, 49.66%; Harold J. Frank, merchant, secretary-treasurer, 49.66%; John V. Van Kennen, attorney, director, .67%. Granted Nov. 1; 250 watts on 1370 kc.

WKIP, Poughkeepsie—CP issued to Poughkeepsie Broadcasting Corp.; Richard E. Coon, editor of *Poughkeepsie Eagle-News* and *Star & Enterprise*, 70%; Mrs. Blanche J. Parks, publisher of *Poughkeepsie Eagle-News* and *Star & Enterprise*, 16%; John E. Mack, attorney, 10%; James Townsend, banker, 1%; John B. Grubb, attorney, 1%; Henry N. MacCracken, president of Vassar College, 1%; Charles S. Mitchell, 1%. Granted Oct. 17; 250 watts on 1420 kc.

WOLF, Syracuse—CP issued to Civic Broadcasting Corp.; T. Sherman Marshall, president; George E. Hughes, vice-president; Lawrence Sobik, attorney, secretary. Granted Oct. 3; 100 watts on 1500 kc.

NORTH CAROLINA

*WISE, Asheville—Licensed to Harold H. Thoms. Granted March 27; 250 watts on 1370 kc.

*WCNC, Elizabeth City—Licensed to Albemarle Broadcasting Co., a partnership consisting of Aubrey G. McCabe, mortgage loanbroker, and Trim W. Aydlett, manufacturer and farmer, both of Elizabeth City. Granted June 20; 250 watts on 1370 kc.

*WGBR, Goldsboro—Licensed to Eastern Carolina Broadcasting Co.; A. T. Hawkins, president of Goldsboro Chamber of Commerce, president, 27 shares; Talbot Patrick, publisher of *Goldsboro News-Argus* and *Concord Tribune*, vice-president, 30 shares; V. G. Herring, secretary-treasurer of Goldsboro Bldg. & Loan Assn., secretary-treasurer; P. M. Patrick, secretary of *Goldsboro News-Argus*, 27 shares; Kenneth C. Royall, lawyer, 60 shares; Jonas Weiland, owner of WFTC, Kinston, N. C., 30 shares; Leslie Weil and Lionel Weil, merchants, 10 shares; W. L. Rawlings, bottler, 5 shares; A. G. Woodard, physician, 5 shares; J. L. Powell, merchant, 1 share. Granted Jan. 24; 250 watts on 1370 kc.

WGTC, Greenville—CP issued to J. J. White, local auto dealer. Granted July 13; 250 watts daytime on 1500 kc.

WHKY, Hickory—CP issued to Catawba Valley Broadcasting Co. Inc.; C. V. Cline, hosiery and knitting goods manufacturer, president, 10 shares; Lester C. Gifford, publisher of *Hickory Daily Record*, vice-president, 25 shares; E. L. Fox, banker, secretary-treasurer; remainder of stock owned by various local citizens. Granted Sept. 13; 250 watts on 1370 kc.

OHIO

WAKR, Akron—CP issued to Summit Radio Corp.; 50% of stock owned by Viola G. Berk, wife of S. Bernard Berk, attorney and electrical shop owner, president; 10% by S. Bernard Berk. Other stockholders include Lily G. Mandelsohn, Cleveland; Mary M. Harvey, Akron; Donald Gottwald, Akron; David Kyman, Cleveland. Granted Aug. 8, 1939; regranted Jan. 10, 1940; 1,000 watts on 1530 kc.

*WMAN, Mansfield—Licensed to Richland Inc.; George Satterlee, real estate, president; C. A. Kessel, Mansfield, vice-president; John F. Weimer, WJW Akron, secretary-treasurer. Granted July 13; 250 watts daytime on 1370 kc.

OREGON

*KUIN, Grants Pass—Licensed to Southern Oregon Broadcasting Co.; A. E. Voorhies, publisher of *Grants Pass Courier*, president, 50%; Red Wood Broadcasting Co., licensee of KIEM, Eureka, Cal., 50%. Granted Sept. 14; 100 watts on 1310 kc.

SOUTH CAROLINA

WORD, Spartanburg—CP issued to Spartanburg Advertising Co.; Donald Russell, county attorney, 50%; A. B. Taylor, banker, 33 1/3%; C. O. Hearon, 16 2/3%. Granted Oct. 26; 100 watts night and 250 day on 1370 kc.

WFIG, Sumter—CP issued to J. Samuel Brody, son of local dry goods merchant. Granted July 13; 100 watts night and 250 day on 1310 kc.

SOUTH DAKOTA

KWAT, Watertown—CP issued to Midland National Life Insurance Co. (J. J. Bell, president; D. F. Jones, vice-president; F. L. Bramble, secretary-treasurer). Granted Dec. 22; 250 watts on 1210 kc.

TENNESSEE

WHUB, Cookeville—CP issued to M. L. Medley, merchant and farmer. Granted July 27; 250 watts on 1370 kc.

TEXAS

KWBD, Plainview—CP issued to W. B. Dennis, radio sales and service. Granted July 12; 100 watts daytime on 1200 kc.

*KXOX, Sweetwater—Licensed to Sweetwater Radio Inc.; George Bennitt, co-publisher of *Sweetwater Reporter*, president, 37½ shares; H. M. Rogers, theater owner, vice-president, 15 shares; Russell Bennett, co-publisher of *Sweetwater Reporter*, secretary-treasurer, 37½ shares; James H. Beall, attorney, director, 15 shares; R. M. Simmons, cottonseed oil dealer, director, 10 shares; J. H. Doscher, cotton exporter, director, 10 shares. Granted May 24; 250 watts daytime on 1210 kc.

*KVIC, Victoria—Licensed to Radio Enterprises Inc.; 247 out of 250 shares held jointly by Charles C. Shea, attorney, and Fred W. Bowen, Dallas oil operator. Granted July 13; 100 watts night and 250 day on 1310 kc.

UTAH

*KOVO, Provo — Licensed to Clifton A. Tolboe, building contractor. Granted April 10; 250 watts on 1210 kc.

VIRGINIA

*WFVA, Fredericksburg — Licensed to Fredericksburg Broadcasting Corp.; Richard Field Lewis Jr., 60% stockholder, vice-president and manager; Benjamin T. Pitts, owner of chain of Virginia theaters, 5%, president; George C. Clanton, secretary of Fredericksburg Chamber of Commerce, 5%; John F. Gouldman Jr., banker, 5%; W. Marshall King, mayor and attorney, 5%; J. G. Harrison, railroad passenger agent, 5%; G. H. Harding, hotel owner, 5%; J. V. O'Toole, oil distributor, 5%; J. J. Garner, wholesale grocer, 5%. Granted April 3; 250 watts daytime on 1260 kc.

WLPM, Suffolk—CP issued to Suffolk Broadcasting Corp.; one-third of stock held each by Fred L. Hart, druggist; Frank E. Butler Jr., attorney; Leo Brody, Kinston, N. C. merchant. Granted Aug. 20; 100 watts night and 250 day on 1420 kc.

WISCONSIN

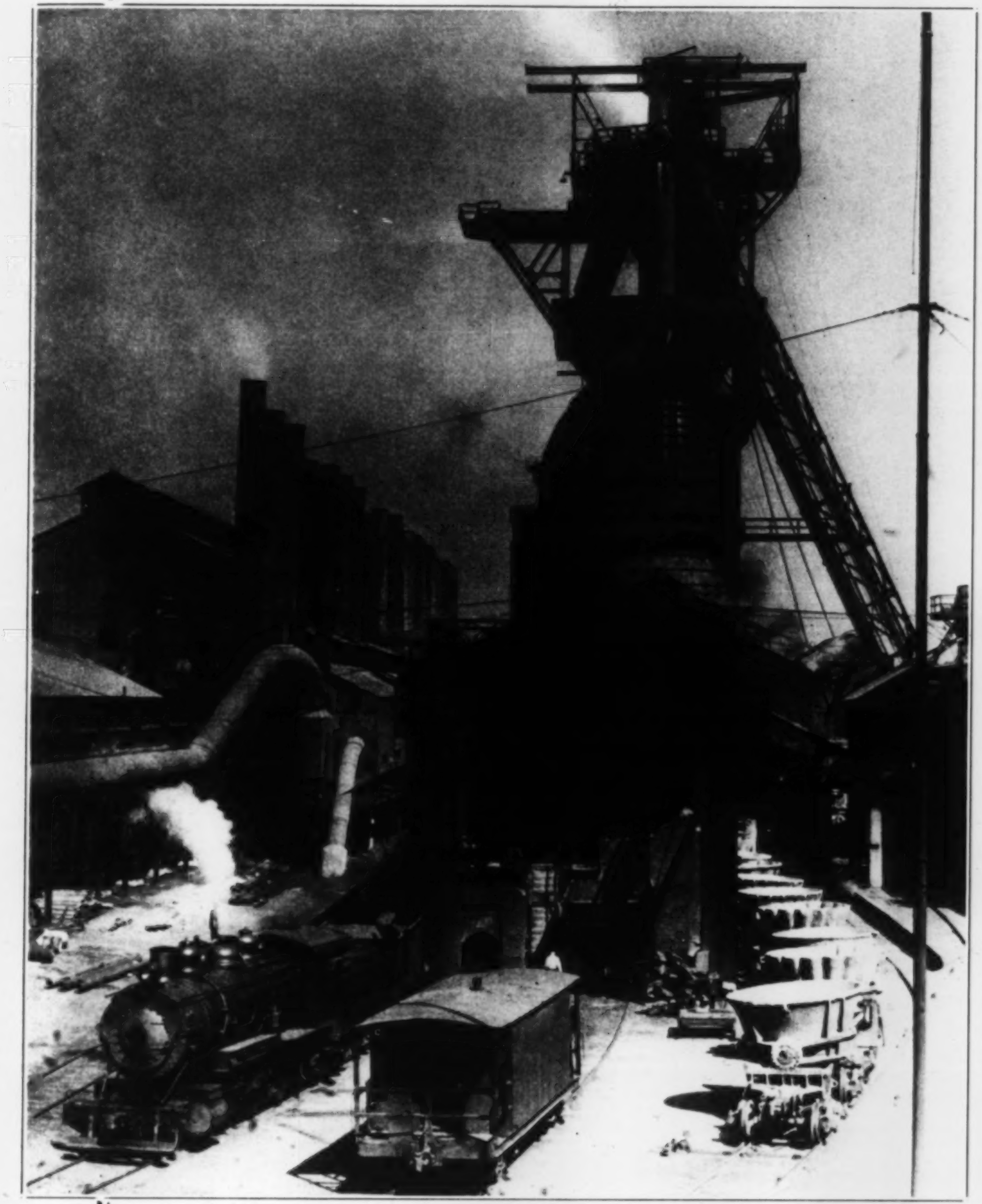
WATW, Ashland—CP issued to WJMS Inc., also licensee of WJMS, Ironwood, Mich.; William L. Johnson president, 45%; N. C. Ruddell, Ironwood, Mich., 18%. Granted Nov. 21; 100 watts on 1370 kc.

*WMAM, Marinette—Licensed to M. & M. Broadcasting Co.; W. E. Walker, manager of WIBW, Madison, Wis., president, 75 shares; Merrill F. Chapin, chief engineer of WIBA, and part owner of WSAU, Wausau, Wis., secretary-treasurer, 35 shares; Wayne W. Cribb, manager of WSAU, 10 shares; Donald R. Burt, part owner of WSAU, 10 shares; Frank J. Lauerman Jr., vice-president, 5 shares; Frank J. Lauerman Sr., Charles J. Lauerman and A. J. DeLeers, all Marinette department store executives, 5 shares each. Granted June 15; 250 watts daytime on 570 kc.

PUERTO RICO

WPAB, Ponce—CP issued to Portorican American Broadcasting Co., Inc.; Juan Luis Boscio, president, 97 shares; Felipe Segara Serra, vice-president, 97 shares; Miguel Soltero Palermo, treasurer and manager, 96 shares; Francisco Rebollar, secretary, 10 shares. Granted Dec. 13; 1,000 watts on 1340 kc.

Business Is Good in Youngstown



Cover this rich market (31st in the United States in point of wages paid in 1937) with

W
F
M
J

The Station All
Youngstown
Listens To

WFMJ • Youngstown, Ohio

National Representatives: Headley-Reed Co.

Graybar Building, New York City

New York • Chicago • Detroit • Atlanta

This is not Our Primary Service A
America's 4th Market, is One of t
Important Markets. It is 48%* of
WWJ has Consistently Been the
Station Since Its Inception.

ce Area; but Detroit,
of the World's Most
of Michigan and More.
he Preferred Detroit
n, August 20, 1920

MICHIGAN
48%

"The first station in America to broadcast a regular daily program."
—*Dr. Lee A. DeForrest*

***48% of Michigan's Population**

54% of Michigan's Total Retail Sales
57% of Michigan's Gainful Workers
59% of Michigan's Industrial Plants
65% of Michigan's Income Tax Returns

WWJ

National Representatives
Geo. P. Hollingbery Co.
New York, Chicago, San Francisco, Atlanta

Directory of
BROADCASTING STATION REPRESENTATIVES

(For lists of stations represented, see pages 84-85)

** Indicates company is engaged in newspaper representation and also represents stations*

NAME OF COMPANY	CITY	ADDRESS	TELEPHONE NO.	MANAGER
All-Canada Radio Facilities, Ltd.	Calgary, Alberta Toronto, Ontario Montreal, Quebec Winnipeg, Manitoba Vancouver, British Columbia	Southam Bldg. Victory Bldg. Dominion Square Bldg. Manitoba Telephone Bldg. 541 W. Georgia St.	R-2021 Elgin 2464 Lancaster 6400 92-191 Trinity 1391	H. R. Carson G. F. Herbert Burt Hall P. H. Gayner J. E. Baldwin
Associated Broadcasting Co., Ltd.	Montreal, Que.	Dominion Square Bldg.	Belair 3325	M. Maxwell
Bertha Bannan	Boston, Mass.	15 Little Bldg.	Hancock 6178	Bertha Bannan
Walter Biddick Co.	Los Angeles, Cal. San Francisco, Cal. Seattle, Wash.	Chamber of Commerce Bldg. Russ Bldg. Exchange Bldg.	Richmond 6184 Sutter 5415 Main 6440	Walter Biddick Gordon Owen Gordon Owen
John Blair & Co.	Chicago, Ill. New York City Detroit, Mich. Los Angeles, Cal. San Francisco, Cal. St. Louis, Mo.	520 N. Michigan Ave. 341 Madison Ave. New Center Bldg. Chamber of Commerce Bldg. Russ Bldg. Paul Brown Bldg.	Superior 8660 Murray Hill 9-6084 Madison 7889 Prospect 3584 Douglas 3188 Chestnut 4154	John Blair George W. Bolling R. H. Bolling Carleton Coveny Lindsey H. Spight J. C. Hetherington
*The Branham Co.	Chicago, Ill. New York City Atlanta, Ga. St. Louis, Mo. Kansas City, Mo. Dallas, Texas Detroit, Mich. Charlotte, N. C. San Francisco, Cal. Los Angeles, Cal. Portland, Ore. Seattle, Wash.	360 M. Michigan Ave. 230 Park Ave. Rhodes-Haverty Bldg. Arcade Bldg. National Fidelity Life Bldg. Mercantile Bldg. General Motors Bldg. Commercial National Bank 5 Third St. 448 S. Hill St. 429 SW. Fourth Ave. 1004 Second Ave.	Central 5726 Murray Hill 6-1860 Walnut 4851 Chestnut 6192 Harrison 1023 2-8569 Trinity 1-0440 8839 Garfield 6740 Michigan 1269 Atwater 7484 Melrose 9193	E. F. Corcoran M. H. Long J. B. Keough W. F. Patzlaff Geo. F. Dillon A. J. Putman H. A. Anderson H. L. Ralls George D. Close W. L. Blythe Fred Young A. G. Neitz
Broadcasting Abroad, Ltd. (Foreign Station Representation)	New York City Havana, Cuba Buenos Aires, Argentina Tampico, Mexico Sao Paulo, Brazil	119 W. 57th St. Edificio Nova Scotia 300 Ave. Roque Sanez Pena 567 Medaro 102 Ave. Sao Jaoa 1285	Circle 7-4161	Henry G. Hoberg Guido Garcia Inclan Harold Yale Rose Wendell Cox Olavo Descastro Fontoura
Howard C. Brown Co. (Represents Stations in Australia and South Africa)	Hollywood, Cal.	6418 Santa Monica Blvd.	Hollywood 6045	Howard C. Brown

[Continued on Page 80]

SALES HUNTERS:

Don't miss these 15 Vital Spots!

In all Radio there are no spots more vital than these 15 NBC Programmed Stations... In reaching and influencing radio homes, each is an absolute natural for advertisers... For each of these 15 is more than just another local station. Completely programmed by NBC, each carries the prestige, popularity and sales vitality of "The World's Greatest Broadcasting System."

WBZ	50,000 Watts—990 kc	Boston, Mass.
WBZA	1,000 Watts—990 kc	Springfield, Mass.
WENR	50,000 Watts—870 kc	Chicago, Illinois
WMAQ	50,000 Watts—670 kc	Chicago, Illinois
WTAM	50,000 Watts—1070 kc	Cleveland, Ohio
KOA	50,000 Watts—830 kc	Denver, Colorado
WEAF	50,000 Watts—660 kc	New York, New York
WJZ	50,000 Watts—760 kc	New York, New York
KYW	10,000 Watts—1020 kc	Philadelphia, Penn.
KDKA	50,000 Watts—980 kc	Pittsburgh, Penn.
KGO	7,500 Watts—790 kc	San Francisco, Calif.
KPO	50,000 Watts—680 kc	San Francisco, Calif.
WGY	50,000 Watts—790 kc	Schenectady, New York
***WMAL**	500-250 Watts—630 kc	Washington, D. C.
***WRC**	5,000-1,000 Watts—950 kc	Washington, D. C.

The NBC Spot Specialist in any of these cities (also Detroit and Hollywood) will give you full information on any or all stations.

*WMAL and WRC will soon be operating with 5000 watts day and night.

NATIONAL BROADCASTING COMPANY A RADIO CORPORATION OF AMERICA SERVICE

FORGET THE BLUE-PLATE SPECIAL AND ORDER WHATEVER YOU PLEASE!
A La Carte
Blue Plate Special
ON THE AIR TODAY

1 "That menu in your hand tells you everything that I've been trying to say to you about SPOT RADIO.

2 "Lots of people are satisfied with the Regular Luncheon, but the man who knows good food wants the privilege of making his own choice.

3 "SPOT RADIO does exactly that. It lets you buy all the stations you want—and no more.

4 "It gives you your selection of best available periods to fit the habits of people in each time-zone.

5 "It offers as much time or as little as your appetite for radio dictates—short or long programs, live or transcribed.

6 "And your distribution governs everything about SPOT RADIO — you put sales pressure as needed, here or there. Everything's a la carte except the cost. What'll you have?"

On a flock of stations or just a handful— SPOT YOUR RADIO!

Shoot the works for an old seasoned product on 50 or 150 stations with a half hour or a strip.

—or nurse along a new product in try-out territory as your distribution progresses.

Flexible—that's what SPOT RADIO is. Pick the best available time on your choice of the country's best stations. Pick announcements or news or talent programs, live or transcribed. Localize your sales appeal and fit the whole plan to suit your budget. Makes sense, doesn't it?

ANY TIME **ANY LENGTH** **ANY WHERE**

For any advertiser or agency executive who wants to see how SPOT RADIO can meet his individual situation, we shall be very glad to prepare a special outline.

EDWARD PETRY & CO.
INCORPORATED

Representing leading Radio Stations throughout the United States—individually

Offices in: NEW YORK · CHICAGO · SAN FRANCISCO
DETROIT · ST. LOUIS · LOS ANGELES

This campaign in the interests of SPOT RADIO is appearing in Time, Printers' Ink Weekly, Advertising Age and Broadcasting.

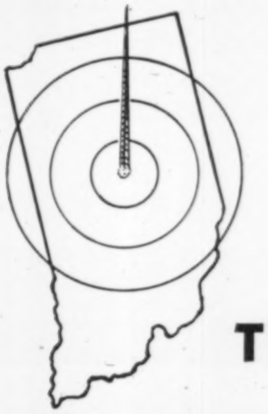
DIRECTORY OF BROADCASTING STATION REPRESENTATIVES

**Indicates company is engaged in newspaper representation and also represents stations*

[Continued from Page 78]

NAME OF COMPANY	CITY	ADDRESS	TELEPHONE NO.	MANAGER
Burn-Smith Co., Inc.	New York City Chicago, Ill. Detroit, Mich. Atlanta	7 W. 44th St. Bell Bldg. New Center Bldg. 1265 Boulevard Drive, S. E.	Murray Hill 2-7461 Central 4270 Madison 3350 Maine 5261	G. Byron Smith II John A. Toothill John R. Devine E. J. Hayes
Bryant, Griffith & Brunson, Inc.	New York City Chicago, Ill. Detroit, Mich. Boston, Mass. Atlanta, Ga.	9 E. 41st St. 360 N. Michigan Ave. General Motors Bldg. 201 Devonshire St. Walton Bldg.	Murray Hill 2-2174 Andover 1040 Madison 3534 Liberty 4259 Walnut 9116	Harry C. Griffith Fred F. Parsons Harry W. Pollard Joseph Walsh B. Frank Cook
Canadian Broadcasting Corp.	Toronto, Ont. Montreal, Que.	1 Hayter St. 1231 St. Catherine St., W.	Adelaide 7051 Marquette 5211	E. A. Weir J. A. Dupont
*Capper Publications	New York City Chicago, Ill. Detroit, Mich. St. Louis, Mo. San Francisco, Cal.	420 Lexington Ave. 180 N. Michigan Ave. General Motors Bldg. 2202 Pine St. Russ Bldg.	Mohawk 4-3280 Central 5977 Madison 2125 Central 3330 Douglas 5220	Philip Zach H. M. Breneisa Francis X. Gaughen Clarence Eldredge W. B. Flowers
Conquest Alliance Co., Inc. (Foreign Station Representation)	New York City Chicago, Ill. Havana, Cuba Buenos Aires, Argentina Rio de Janeiro, Brazil	515 Madison Ave. 203 N. Wabash Ave. Edificio La Metropolitana Sarmiento 559 Edificio Odeon	Plaza 3-5650 State 3348 M-2953 Retiro 0664 42-0945	A. M. Martinez A. V. Bamford Rene Canizares Carlos Deges R. Constantinesco
Associated Companies Broadcast Enterprises, Ltd. Informations et Publicite Ricardo Vivado O	London, England Paris, France Santiago, Chile	Abbey House 50 Rue de Chateaudun Casilla 627	Abbey 4093 Trinite 81-12 66-764	E. R. Voigt Jacques Parsons R. Vivado
Cox and Tanz	Philadelphia, Pa. New York City Chicago, Ill.	Drexel Bldg. 535 Fifth Ave. 228 N. LaSalle St.	Lombard 1720 Murray Hill 2-8284 Franklin 2095	E. R. Tanz A. P. Cox J. C. Cox
De Lisser-Boyd, Inc.	New York City Chicago, Ill.	30 Rockefeller Plaza 180 N. Michigan Ave.	Circle 7-1435 Dearborn 8110	Grover W. Boyd W. J. Fitzpatrick
Dominion Broadcasting Co.	Toronto, Ont.	4 Albert St.	Adelaide 3383	Hal B. Williams
Forjoe & Co.	New York City Chicago, Ill.	19 W. 44th St. 201 N. Wells St.	Vanderbilt 6-3816 Andover 1685	Forrest U. Daughdrill William L. Klein
Free & Peters, Inc.	Chicago, Ill. New York City Detroit, Mich. San Francisco, Cal. Los Angeles, Cal. Atlanta, Ga.	180 N. Michigan Ave. 247 Park Ave. New Center Bldg. 111 Sutter St. 650 S. Grand Ave. Walton Bldg.	Franklin 6373 Plaza 5-4131 Trinity 2-8444 Sutter 4353 Vandyke 0569 Jackson 1678	James L. Free H. Preston Peters Charles G. Burke A. Leo Bowman Hahn J. Tyler F. Lacelle Williams
Furgason & Walker, Inc.	New York City Chicago, Ill.	551 Fifth Ave. 360 N. Michigan Ave.	Murray Hill 2-3734 State 5037	Gene Furgason Wythe Walker
Norman B. Furman, Inc.	New York City	117 West 46th St.	Longacre 3-0035	Norman B. Furman
Homer Owen Griffith	Hollywood, Cal. San Francisco, Cal.	6362 Hollywood Blvd. 681 Market St.	Granite 1726 Douglas 4475	Homer Griffith Homer Griffith
Melchoir Guzman Co., Inc. (Represents Stations in Argentina)	New York City	Time & Life Bldg.	Circle 7-2450	Melchoir Guzman
*Arthur H. Hagg & Associates, Inc.	Chicago, Ill. New York City	360 N. Michigan Ave. 366 Madison Ave.	Central 7553 Murray Hill 2-8865	Arthur H. Hagg Phil A. Broderick
Headley-Reed Co.	New York City Chicago, Ill. Detroit, Mich. Atlanta, Ga.	420 Lexington Ave. 180 N. Michigan Ave. New Center Bldg. Glenn Bldg.	Murray Hill 3-5470 Franklin 4686 Madison 9444 Walnut 1636	Frank M. Headley Dwight S. Reed Robert B. Rains Gregory Murphy, Jr.
Homer Hogan (XEAW, Reynosa, Mexico)	Chicago, Ill. Dallas, Texas	410 N. Michigan Ave. 911 Commerce St.	Whitehall 4488 76381	Homer Hogan Carr P. Collins J. Mitchell Collins
George P. Hollingbery Co.	Chicago, Ill. New York City Detroit, Mich. San Francisco, Cal. Atlanta, Ga.	307 N. Michigan Ave. 420 Lexington Ave. Park & Adams Monadnock Bldg. Walton Bldg.	State 2898 Murray Hill 3-8078 Cherry 5200 Douglas 4475 Walnut 4039	George P. Hollingbery F. E. Spencer, Jr. Fred F. Hague J. Leslie Meek George Kohn
Inland Broadcasting Ltd., Inc.	Winnipeg, Manitoba	171 McDermot Ave.	92-531	A. L. Garside
International Broadcasting Co., Ltd. (Represents European Stations Accepting Sponsored Programs)	London W-1, England	37 Portland Place	Langham 2000	Richard L. Meyer
International Radio Sales	New York City Chicago, Ill. San Francisco, Cal.	20 E. 57th St. 326 W. Madison St. Hearst Bldg.	Plaza 8-2600 Central 4547 Douglas 2536	Loren L. Watson Ralph N. Weil John Livingston
The Katz Agency, Inc.	New York City Chicago, Ill. Detroit, Mich. Kansas City, Mo. Dallas, Texas Atlanta, Ga. San Francisco, Cal.	500 Fifth Ave. 307 N. Michigan Ave. General Motors Bldg. Bryant Bldg. Republic Bank Bldg. 22 Mariette St. Bldg. Monadnock Bldg.	Longacre 5-4595 Central 4238 Trinity 2-7685 Victor 7095 Dallas 2-7936 Walnut 4795 Sutter 7498	Eugene Katz Paul Ray Ralph Bateman Gordon Gray Frank Brimm Fred M. Bell R. S. Railton
KFAR, Fairbanks, Alaska	Seattle, Wash.	American Bank Bldg.	Elliot 2414	G. A. Wellington
Maquarrie Network of Australia	Los Angeles, Cal.	Van Nuys Bldg.	Madison 5617	Ralph L. Power
Fally Markus (Representing Primera Cadena Argentina de Broadcasting, Buenos Aires)	New York City	1560 Broadway	Bryant 9-2890	Fally Markus
McClatchy Broadcasting Co.	New York City San Francisco, Cal.	366 Madison Ave. 1814 Rust Bldg.	Murray Hill 2-8690 Douglas 2373	Humboldt Gregg David Sandeberg
Joseph Hershey McGillvra	New York City Boston, Mass. Chicago, Ill. San Francisco, Cal. Los Angeles, Cal. Toronto, Ont. Montreal, Que.	366 Madison Ave. Hotel Touraine 919 N. Michigan Ave. Mills Bldg. 527 W. Seventh St. Metropolitan Bldg. Keefer Bldg.	Murray Hill 2-8755 Hancock 0900 Superior 3444 Sutter 1393 Van Dyke 6356 Adelaide 6383 Marquette 1184	Joseph H. McGillvra A. H. Swift S. M. Aston Duncan A. Scott William S. Wright C. William Wright Lovell Mickles, Jr.
*J. P. McKinney & Son	New York City Chicago, Ill. San Francisco, Cal.	30 Rockefeller Plaza 400 N. Michigan Ave. 742 Market St.	Circle 7-1178 Superior 9866 Garfield 4917	Norbert L. O'Brien C. W. Erwin R. G. Bidwell

[Continued on Page 82]



. . . *One* STATION SELLS THE 3 BIG HOOSIER MARKETS

1 STABLE BUYING POWER—PLENTY OF IT—IN INDIANAPOLIS comes from diversified industry, commercial interests that dominate central Indiana, the political and cultural hub of Indiana, and, last year, one of the three most prosperous cities in the country, according to Brooke, Smith & French survey. 500,000 people live in Marion County—*84% of them native white Americans.*

2 *MAIN STREETS* IN INDIANA, like Broad Street in New Castle, Indiana, are more than rural trading centers. Local and national industries put big money in small town HOOSIER pockets.

3 WFBM GOES TO THE HOOSIER FARMER for programs that give the HOOSIER STATION the Number One spot on farm radio dials.-Henry Wood, WFBM Farm Editor, here conducts interviews at the Indiana Farm Bureau Field Meet, near Westfield, Indiana, September 21, 1939.

● THREE MARKETS by geography and income, these Hoosier city, small town and farm markets, but ONE market to WFBM advertisers. The HOOSIER STATION'S appeal, intentionally so, is just as well balanced as the wealth of this rich HOOSIER area . . . a stable market that makes *test* campaigns significant and makes *selling* campaigns profitable. Plenty of advertisers already have increased sales and profits by adding this Hoosier buying area to their sales map. Let us show you how easily you can make it a buying area for your product—with WFBM.

THE ONLY INDIANA BASIC COLUMBIA STATION

To Reach the HOOSIER Market — Use the HOOSIER Station

WFBM

INDIANAPOLIS

National Sales: VIRGIL REITER
New York, 22 W. 48th ● Chicago, 360 N. Michigan

DIRECTORY OF BROADCASTING STATION REPRESENTATIVES

**Indicates company is engaged in newspaper representation and also represents stations*

[Continued from Page 80]

NAME OF COMPANY	CITY	ADDRESS	TELEPHONE NO.	MANAGER
*Mitchell & Rudell, Inc.	New York City	295 Madison Ave.	Ashland 4-6698	P. J. Bogner
	Chicago, Ill.	180 N. Michigan Ave.	Central 1160	H. B. Ruddell
	Kansas City, Mo.	1004 Baltimore Ave.	Victor 1421	R. W. Mitchell
	St. Louis, Mo.	Insurance Exchange Bldg.	Chestnut 1965	Fred Wright
National Broadcasting Co. (National Spot Sales)	New York City	30 Rockefeller Plaza	Circle 7-8300	Jas. V. McConnell, Nat. Mgr. Maurice M.Boyd,Local Mgr.
	Chicago, Ill.	Merchandise Mart	Superior 8300	Oliver Morton
	San Francisco, Cal.	111 Sutter St.	Sutter 1920	Glenn Ticer
	Hollywood, Cal.	Sunset Blvd. & Vine St.	Hollywood 6161	Sydney Dixon
	Boston, Mass.	Hotel Bradford	Hancock 4261	Frank Bowes
	Pittsburgh, Pa.	Grant Bldg.	Grant 4200	William E. Jackson
	Washington, D. C.	Trans-Lux Bldg.	Republic 4000	John Dodge
	Cleveland, Ohio	815 Superior Ave., N. E.	Cherry 0942	Don Stratton
	Detroit, Mich.	Fisher Bldg.	Trinity 2-7900	R. H. White
	Denver, Col.	1625 California St.	Main 6211	A. W. Crapsey
Northern Broadcasting & Publishing Ltd.	Toronto	Victory Bldg.	Elgin 2464	Reg Beattie
Pan American Broadcasting Co. (Represents Stations in Latin America)	New York City	330 Madison Ave.	Murray Hill 2-0811	E. Bernald
*John H. Perry Associates	New York City	225 W. 39th St.	Bryant 9-3357	William K. Dorman
	Chicago, Ill.	122 S. Michigan Ave.	Harrison 8085	O. J. Ranft
	Detroit, Mich.	7338 Woodward Ave.	Madison 0790	J. J. Higgins
	Philadelphia, Pa.	1524 Chestnut St.	Rittenhouse 0886	M. S. Lewin
	Atlanta, Ga.	Chamber of Commerce Bldg.	Walnut 3443	R. S. Kendrick
	San Francisco, Cal.	68 Market St.	Garfield 0947	R. J. Bidwell
	Los Angeles, Cal.	1031 S. Broad St.	Prospect 4383	H. Grubbs
Edward Petry & Co., Inc.	New York City	17 E. 42nd St.	Murray Hill 2-4401	Henry I. Christal
	Chicago, Ill.	400 N. Michigan Ave.	Delaware 8600	Edward E. Voynow
	Detroit, Mich.	General Motors Bldg.	Madison 1035	William H. Cartwright
	Los Angeles, Cal.	601 W. Fifth St.	Michigan 8729	Chester G. Matson
	San Francisco, Cal.	111 Sutter St.	Garfield 4010	Earle H. Smith
	St. Louis, Mo.	Southern Bell Telephone Bldg.	Garfield 5194	George Kercher
Radio Advertising Corp.	New York City	341 Madison Ave.	Murray Hill 4-0212	Henri O. Molley
	Chicago, Ill.	400 N. Michigan Ave.	Whitehall 4262	George Roesler
	Cleveland, Ohio	Terminal Tower	Prospect 5800	....
	San Francisco, Cal.	681 Market St.	Douglas 4475	Homer Griffith
	Hollywood, Cal.	6362 Hollywood Blvd.	Hillside 7157	Homer Griffith
Radio Sales (Division of Columbia Broadcasting System)	New York City	485 Madison Ave.	Wickersham 2-2000	J. Kelly Smith, Gen. Mgr. H. Meighan, E. Sales Mgr.
	Chicago, Ill.	410 N. Michigan Ave.	Whitehall 6000	J. Kelly Smith
	Detroit, Mich.	Fisher Bldg.	Trinity 2-5500	Herbert A. Carlborg
	St. Louis, Mo.	Mart Bldg.	Central 8240	John Bohn
	Los Angeles, Cal.	Columbia Square	Hollywood 1212	Roger K. Huston
	San Francisco, Cal.	Palace Hotel	Yukon 1700	Charles E. Morin
	Charlotte, N. C.	Wilder Bldg.	3-8833	Royal Penny
Radio Time Agency	Chicago, Ill.	360 N. Michigan Ave.	Dearborn 0351	Palmer Terhune
William G. Rambeau Co.	Chicago, Ill.	360 N. Michigan Ave.	Andover 5566	William G. Rambeau
	New York City	Chanin Bldg.	Caledonia 5-4940	Roy Schultz
	San Francisco, Cal.	Russ Bldg.	Garfield 5533	Ross C. Rambeau
Paul H. Raymer Co.	Chicago, Ill.	Tribune Tower	Superior 4473	Paul H. Raymer
	New York City	366 Madison Ave.	Murray Hill 2-8690	Fred C. Brokaw
	Detroit, Mich.	General Motors Bldg.	Trinity 2-8060	George W. Diefenderfer
	San Francisco, Cal.	Russ Bldg.	Douglas 2373	Edward S. Townsend
	Los Angeles, Cal.	530 W. Sixth St.	Vandike 1901	Leslie J. Fox
Virgil Reiter & Co.	Chicago, Ill.	410 N. Michigan Ave.	Superior 8260	Virgil Reiter, Jr.
	New York City	22 W. 48th St.	Pennsylvania 6-2409	....
*Reynolds Fitzgerald, Inc.	Chicago, Ill.	360 N. Michigan Ave.	State 4294	John T. Fitzgerald Ed. Allen M. H. Petersen
	New York City	515 Madison Ave.	Eldorado 5-7020	Harry D. Reynolds
	Detroit, Mich.	General Motors Bldg.	Madison 4250	Richard T. Healy
	Philadelphia, Pa.	Land Title Bldg.	Rittenhouse 3839	J. D. Cathcart
	San Francisco, Cal.	58 Sutter St.	Garfield 6144	Judson H. Carter
	Los Angeles, Cal.	117 W. 9th St.	Tucker 2474	Charles E. Fisher
	Seattle, Wash.	Joseph Vance Bldg.	Elliott 6452	Frederick A. Bartlett
Sears & Ayer, Inc.	Chicago, Ill.	612 N. Michigan Ave.	Superior 8177	B. H. Sears
	New York City	565 Fifth Ave.	Plaza 8-1312	Paul F. Adler
Jack Slatter	Toronto, Ont.	Carty Bldg.	Waverly 5564	Jack Slatter
*William R. Stewart	Chicago, Ill.	9 S. Clinton St.	Franklin 1133	William R. Stewart
Texas State Network	New York City	630 Fifth Ave.	Circle 5-8395	George Podeyn
	Chicago, Ill.	400 N. Michigan Ave.	Whitehall 6747	William Joyce
Edward S. Townsend Co.	San Francisco, Cal.	Russ Bldg.	Douglas 2373	Edward S. Townsend
J. Franklin Viola & Co. (Foreign Language Representation)	New York City	152 W. 42nd St.	Chickering 4-3254	J. Franklin Viola
Weed & Co.	New York City	350 Madison Ave.	Vanderbilt 6-4542	Joseph J. Weed
	Chicago, Ill.	203 N. Wabash Ave.	Randolph 7730	C. C. Weed
	Detroit, Mich.	Michigan Bldg.	Cadillac 3810	C. N. Adell
	San Francisco, Cal.	111 Sutter St.	Douglas 6446	Roy Frothingham
WGN, Chicago	New York City	220 E. 42nd St.	Murray Hill 2-3033	William A. McGuineas
	San Francisco, Cal.	Russ Bldg.	Douglas 2373	Paul Raymer Co.
	Los Angeles, Cal.	530 West Sixth St.	Van Dyke 1901	Paul Raymer Co.
WHN, New York	Chicago, Ill.	360 N. Michigan Ave.	Randolph 5254	Hal Makelim
Howard H. Wilson Co.	Chicago, Ill.	75 E. Wacker Drive	Central 8744	Howard H. Wilson
	New York City	551 Fifth Ave.	Murray Hill 6-1230	Horace Hagedorn
	Kansas City, Mo.	1012 Baltimore St.	Grand 0810	Joseph J. Farrell
	San Francisco, Cal.	681 Market St.	Douglas 4475	Homer Griffith
	Hollywood, Cal.	6362 Hollywood Blvd.	Hillside 7157	Homer Griffith
WMCA, New York City	Chicago, Ill.	360 N. Michigan Ave.	State 9493	J. M. Ward
WOR, Newark, N. J.	Chicago, Ill.	Tribune Tower	Superior 5110	Harold Higgins
	Boston, Mass.	80 Federal St.	Liberty 0437	Paul A. Belaire
	San Francisco, Cal.	Russ Bldg.	Douglas 1294	Edward S. Townsend

1939

Another Year--Another Step

in our forward march to even greater effectiveness as Chicago's outstanding Radio Advertising Buy

WJJD

20,000 watts

Chicago's Largest Independent Radio Station

National Representatives

Paul H. Raymer Co.---Walter Biddick Co. (West Coast)

America's Foremost Sports Station!

★ Hoof-By-Hoof Horse Racing

★ Football--Professional and Collegiate

★ Basketball--Complete Collegiate Schedule (Play-By-Play)

★ Boxing--Chicago's Best Amateur and Pro Bouts

★ Baseball--Major League Play-By-Play and Recreations

For CHICAGO and for SPORTS it's

W-I-N-D

"The Tip-Top Spot on Your Dial"

National Sales Offices:
201 NORTH WELLS STREET
CHICAGO, ILL.

560 KILOCYCLES • 5000 WATTS DAYTIME • 1000 WATTS NIGHTTIME

National Representatives and Their Station Lists

(For Addresses and Executives, see pages 78-82)

ALL-CANADA RADIO FACILITIES Ltd.

(Non-Exclusive)

CKLN, Nelson, B. C.
CFJC, Kamloops, B. C.
CJAT, Trail, B. C.
CKWX, Vancouver, B. C.
CFAC, Calgary, Alta.
CJCA, Edmonton, Alta.
CFGP, Grande Prairie, Alta.
CJOC, Lethridge, Alta.
CHAB, Moose Jaw, Sask.
CKBI, Prince Albert, Sask.
CKCK, Regina, Sask.
CKX, Brandon, Man.
CFAR, Flin Flon, Man.
CKY, Winnipeg, Man.
CKOV, Kelowna, B. C.
CKCA, Kenora, Ont.
CKOC, Hamilton, Ont.
CJCS, Stratford, Ont.
CJKL, Kirkland Lake, Ont.
CFCH, North Bay, Ont.
CKGB, Timmins, Ont.
CFRB, Toronto, Ont.
CFCF, Montreal, Que.
CKVD, Val d'Or, Que.
CFNB, Fredericton, N. B.
CHNS, Halifax, N. S.
CJCB, Sydney, N. S.
CFCY, Charlottetown, P. E. I.
VONF, St. John's, Newfoundland

JOHN BLAIR & COMPANY

(Exclusive)

Don Lee Broadcasting System.
Pacific Broadcasting Co.
Arizona Radio Network
KSUN, Lowell-Bisbee, Ariz.
KOY, Phoenix, Ariz.
KTHS, Hot Springs, Ark.
KPMC, Bakersfield, Cal.
KHSL, Chico, Cal.
KIEM, Eureka, Cal.
KHJ, Los Angeles
KYOS, Merced, Cal.
KDON, Monterey, Cal.
KVCV, Redding, Cal.
KFXM, San Bernardino, Cal.
KGB, San Diego, Cal.
KFRC, San Francisco
KVEC, San Luis Obispo, Cal.
KVOE, Santa Ana, Cal.
KDB, Santa Barbara, Cal.
KGDM, Stockton, Cal.
KTKC, Visalia, Cal.
KFEL, Denver
*WJAX, Jacksonville, Fla.
WLAK, Lakeland, Fla.
WQAM, Miami, Fla.
*WFLA, Tampa, Fla.
KGMB-KHBC, Honolulu
KIDO, Boise, Ida.
WLS, Chicago
WDSU, New Orleans
WOW, Omaha, Neb.
KFYR, Bismarck, N. D.
WNBF, Binghamton, N. Y.
WNEW, New York City
WIBX, Utica, N. Y.
WBNS, Columbus, O.
WHIZ, Zanesville, O.
KORE, Eugene, Ore.
KRNR, Roseburg, Ore.
KSLM, Salem, Ore.
WGBI, Scranton, Pa.
WROL, Knoxville, Tenn.
KFDM, Beaumont, Tex.
KTRH, Houston, Tex.
KDYL, Salt Lake City
WMBG, Richmond, Va.
KXRO, Aberdeen, Wash.
KVOS, Bellingham, Wash.
KELA, Centralia, Wash.
KRKO, Everett, Wash.
KWLK, Longview, Wash.
KGY, Olympia, Wash.
KOL, Seattle
KMO, Tacoma, Wash.
KPQ, Wenatchee, Wash.
KIT, Yakima, Wash.
WMMN, Fairmont, W. Va.
WWVA, Wheeling, W. Va.

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* *Also has other representation.*

BERTHA BANNEN

(Non-Exclusive)

WCAU, Philadelphia
WTAG, Worcester
WHN, New York City
WCSH, Portland, Me.
WNBX, Keene, N. H.
WDEV, Waterbury, Vt.
WJAR, Providence
WLAW, Lawrence, Mass.
WSAR, Fall River, Mass.
WLBZ, Bangor, Me.
WSYR, Syracuse, N. Y.
WDRC, Hartford
WNBH, New Bedford, Mass.
WHAI, Greenfield, Mass.
WRDO, Augusta, Me.
WFEA, Manchester, N. H.
WHEB, Portsmouth, N. H.

WALTER BIDDICK CO.

(Pacific Coast)

KARM, Fresno, Cal.
KTRB, Modesto, Cal.
KROY, Sacramento, Cal.
KSRO, Santa Rosa, Cal.
KTMS, Santa Barbara, Cal.
KHUB, Watsonville, Cal.
KXO, El Centro, Cal.
KGU, Honolulu
KRLC, Lewiston, Ida.
WIBW, Topeka, Kan.
WHB, Kansas City
KFBB, Great Falls, Mont.
KGFW, Kearney, Neb.
KAST, Astoria, Ore.
KOOS, Marshfield, Ore.
KFRO, Longview, Tex.
KUJ, Walla Walla, Wash.

THE BRANHAM COMPANY

(Exclusive)

KWKH, Shreveport, La.
KTBS, Shreveport, La.
WWNC, Asheville, N. C.
KBIX, Muskogee, Okla.
WTJS, Jackson, Tenn.
WNOX, Knoxville, Tenn.
WMC, Memphis, Tenn.
KRIS, Corpus Christi, Tex.
KRLD, Dallas
KXYZ, Houston
WCPO, Cincinnati

West Virginia Network

WCHS, Charleston, W. Va.
WBLK, Clarksburg, W. Va.
WPAR, Parkersburg, W. Va.

BRYANT-GRIFFITH & BRUNSON

WFBC, Greenville, S. C.
KLO, Ogden, Utah

BURN-SMITH CO. Inc.

(Exclusive)

WAGF, Dothan, Ala.
WMSD, Muscle Shoals City, Ala.
KMTR, Hollywood
WRDW, Augusta, Ga.
WKEU, Erie, Pa.
WTAX, Springfield, Ill.
WGRC, New Albany, Ind.
WORL, Boston
WELL, Battle Creek, Mich.
WFDF, Flint, Mich.
WKBZ, Muskegon, Mich.
WGCM, Gulfport, Miss.
KGVO, Missoula, Mont.
WAAT, Jersey City, N. J.
WFTC, Kinston, N. C.
WMFD, Wilmington, N. C.
KTOK, Oklahoma City
WKST, New Castle, Pa.
WOPI, Bristol, Tenn.
KMAC, San Antonio, Tex.
WCHV, Charlottesville, Va.
WBTM, Danville, Va.
WGH, Newport News, Va.
WFVA, Fredericksburg, Va.
WRUF, Gainesville, Fla.
Oklahoma Network

CANADIAN BROADCASTING CORP.

(Exclusive)

CBA, Sackville, N. B.
CBJ, Chicoutimi, Que.
CBF, Montreal, Que.
CBM, Montreal, Que.
CBV, Quebec, Que.
CBO, Ottawa, Ont.
CBL, Toronto, Ont.
CBY, Toronto, Ont.
CBK, Watrous, Sask.
CBR, Vancouver, B. C.

CAPPER PUBLICATIONS Inc.

(Exclusive)

WIBW, Topeka, Kan.
KCKN, Kansas City, Kan.

CBS RADIO SALES

(Exclusive)

WABC, New York
WBBM, Chicago
WJSV, Washington
KNX, Los Angeles
KMOX, St. Louis
WBT, Charlotte, N. C.
WCCO, Minneapolis
WEEI, Boston
WAPI, Birmingham, Ala.
CBS, New England Network
CBS Pacific Network
CBS California Network

COX & TANZ

(Exclusive)

KGLU, Safford, Ariz.
KGFJ, Los Angeles
KTRB, Modesto
WFOY, St. Augustine
KRLC, Lewiston, Idaho
WJBC, Bloomington, Ill.
KIUL, Garden City, Kan.
WPAD, Paducah, Ky.
KBND, Bend, Ore.
KFJI, Klamath Falls, Ore.
KLBM, La Grande, Ore.
KWJJ, Portland
WFBG, Altoona
WJAC, Johnstown, Pa.
WWSW, Pittsburgh
KOBH, Rapid City, S. D.
WAGM, Presque Isle, Me.
KGFW, Kearney, Neb.
WSNJ, Bridgeton, N. J.
KAWM, Gallup, N. M.
WGTM, Wilson, N. C.
KDLR, Devils Lake, N. D.
KRMC, Jamestown, N. D.
WPAY, Portsmouth, Ohio
KNEL, Brady, Tex.
KGFI, Brownsville, Tex.
KRBA, Lufkin, Tex.
KNET, Palestine, Tex.
KSUB, Cedar City, Utah
KXA, Seattle
KAST, Astoria, Ore.
KUJ, Walla Walla

DOMINION BROADCASTING CO.

(Toronto only)

CFPL, London, Ont.
CKCR, Kitchener, Ont.
CKTB, St. Catherines, Ont.
CKCH, Hull, Que.
CHLT, Sherbrooke, Que.
CHLN, Three Rivers, Que.
CHRC, Quebec City
CJLS, Yarmouth, N. S.

FORJOE & CO.

KFRO, Longview, Tex.
KSAN, San Francisco
WCOU, Lewiston, Me.
KCRC, Enid, Okla.
KXRO, Aberdeen, Wash.
WEMP, Milwaukee
WLBC, Muncie, Ind.
KPAB, Laredo, Tex.
WKST, New Castle, Pa.
WMSL, Decatur, Ala.
KICA, Clovis, N. M.
WORL, Boston

FREE & PETERS Inc.

(Exclusive)

WGR-WKBW, Buffalo
WCKY, Cincinnati
WOC, Davenport, Ia.
WHO, Des Moines
WDAY, Fargo, N. D.
WOWO-WGL, Fort Wayne
KMBC, Kansas City
WAVE, Louisville
WTCN, Minneapolis
WMBD, Peoria, Ill.
KSD, St. Louis
WFBL, Syracuse
WJAG, Norfolk, Neb.
WCSC, Charleston, S. C.
WIS, Columbia, S. C.
WPTF, Raleigh
WDBJ, Roanoke, Va.
KGKO, Ft. Worth
KOMA, Oklahoma City
KTUL, Tulsa
KECA, Los Angeles
KOIN - KALE, Portland, Ore.
KSFO-KROW, San Francisco
KVI, Seattle-Tacoma

FURGASON & WALKER Inc.

(Exclusive)

KMPC, Beverly Hills, Calif.
WIND, Gary, Ind.
WHBF, Rock Island, Ill.
KTFI, Twin Falls, Ida.
KSEI, Pocatello, Ida.
WELI, New Haven, Conn.
WATR, Waterbury, Conn.
WBRK, Pittsfield, Mass.
WTAD, Quincy, Ill.
WLAW, Lawrence, Mass.
WSAR, Fall River, Mass.
WABI, Bangor, Me.
KGIR, Butte, Mont.
KPFA, Helena, Mont.
KRBM, Bozeman, Mont.
WCOS, Columbia, S. C.
WSAN, Allentown, Pa.
KOAM, Pittsburg, Kan.
KUOA, Siloam Spgs., Ark.
WHB, Kansas City
KTRI, Sioux City, Ia.

(Non-Exclusive)

WJAS, Pittsburgh
WHJB, Greensburg, Pa.
KQV, Pittsburgh

HOMER OWEN GRIFFITH

(California representation; also functions as Western Division, Howard H. Wilson Co.)

KJBS, San Francisco
KHUB, Watsonville, Cal.
KID, Idaho Falls, Ida.
KWYO, Sheridan, Wyo.
KMTR, Hollywood

ARTHUR H. HAGG & ASSOCIATES

(Exclusive)

KGNO, Dodge City, Ia.
KADA, Ada, Okla.
KGFF, Shawnee, Okla.

HEADLEY-REED CO.

WSGN, Birmingham, Ala.
WSFA, Montgomery, Ala.
WNBC, New Britain, Conn.
WELI, New Haven, Conn.
WROK, Rockford, Ill.
WCOP, Boston
KFEQ, St. Joseph, Mo.
WBAB, Atlantic City, N. J.
WFAS, White Plains, N. Y.
WSJS, Winston-Salem, N. C.
WJW, Akron, O.
WFMJ, Youngstown, O.
WSIX, Nashville
KRIC, Beaumont, Tex.
WKIP, Poughkeepsie, N. Y.
WHLD, Niagara Falls, N. Y.
Alabama Network

GEORGE P. HOLLINGBERY CO.

(Exclusive)

WHAM, Rochester, N. Y.
WWJ, Detroit
WHIO, Dayton, O.
WEBC, Duluth, Minn.
KSCJ, Sioux City, Ia.
WJDX, Jackson, Miss.
WADC, Akron, O.
WBIG, Greensboro, N. C.
WEAU, Eau Claire, Wis.
WTMA, Charleston, S. C.
WIOD, Miami, Fla.
WEEU, Reading, Pa.
WAAF, Chicago
WBCM, Bay City, Mich.
WJBO, Baton Rouge, La.
WSPR, Springfield, Mass.
KOWH, Omaha, Neb.
KTSM, El Paso, Tex.
WMFF, Plattsburg, N. Y.
WNBZ, Saranac Lake, N.Y.
WIRE, Indianapolis

INLAND BROADCASTING SERVICE

(Exclusive in Winnipeg and Canadian West)

CKPR, Fort William, Ont.
CJRC, Winnipeg, Man.
CJGX, Yorkton, Sask.
CFRN, Edmonton, Alta.
CJRM, Regina, Sask.
CFQC, Saskatoon, Sask.
CFCN, Calgary, Alta.
CFPR, Prince Rupert, B. C.
CJOR, Vancouver, B. C.

INTERNATIONAL RADIO SALES

(Exclusive)

WCAE, Pittsburgh
WBAL, Baltimore
WISN, Milwaukee
WSAI, Cincinnati
KYA, San Francisco
WKBB, Dubuque, Ia.
WSUN, St. Petersburg, Fla.

(Non-Exclusive)

WINS, New York City
WQXR, New York City

THE KATZ AGENCY Inc.

(Exclusive)

KLRA, Little Rock, Ark.
KVOR, Colorado Springs
KLZ, Denver
WDAE, Tampa, Fla.
WGST, Atlanta
WMAZ, Macon, Ga.
WTOC, Savannah, Ga.
*KGU, Honolulu
WCFL, Chicago
WMT, Cedar Rapids, Ia.
KRNT-KSO, Des Moines
KANS, Wichita, Kan.
WWL, New Orleans
KGHL, Billings, Mont.
KFAB-KFOR, Lincoln, Neb.
KOIL, Omaha
KOB, Albuquerque, N. M.
WSPD, Toledo
WKY, Oklahoma City
WNAX, Yankton, S. D.
WREC, Memphis
KIRO, Seattle
KFPY, Spokane

**Represented on West Coast by Walter Biddick Co.*

JOSEPH HERSHEY McGILLVRA

(Exclusive)

CKLW, Windsor-Detroit
KUTA, Salt Lake City
KELD, El Dorado, Ark.
KGKL, San Angelo, Tex.
KTUC, Tucson, Ariz.
KARM, Fresno, Cal.
KJBS, San Francisco
KQW, San Jose, Cal.
KVEC, San Luis Obispo, Cal.
WBRY, Waterbury, Conn.
WHAI, Greenfield, Mass.
WHDH, Boston
WTBO, Cumberland, Md.
KROC, Rochester, Minn.
KGVO, Missoula, Mont.
KVSF, Santa Fe, N. M.
KINY, Juneau, Alaska
WSVA, Harrisonburg, Va.

(Canadian)

CFCN, Calgary, Alta.
CFRN, Edmonton, Alta.
CFJC, Kamloops, B. C.
CKOV, Kelowna, B. C.
CJOR, Vancouver, B. C.
CJRC, Winnipeg, Man.
CJGX, Yorkton, Sask.
CKCW, Moncton, N. B.
CHSJ, St. John, N. B.
CKPC, Brantford, Ont.
CFCO, Chatham, Ont.
CFPL, London, Ont.
CKCO, Ottawa, Ont.
CJIC, Sault Ste. Marie, Ont.
CFRB, Toronto, Ont.
CKNX, Wingham, Ont.
CKAC, Montreal, Que.
CHNC, New Carlisle, Que.
CHRC, Quebec, Que.
CJBR, Rimouski, Que.
CJRM, Regina, Sask.
CFQC, Saskatoon, Sask.

J. P. McKINNEY & SON

(Exclusive)

WESG-WENY, Elmira, N. Y.
WABY-WOKO, Albany, N. Y.
WRAK, Williamsport, Pa.
WTHT, Hartford, Conn.
WHDL, Olean, N. Y.
WDAN, Danville, Ill.

MITCHELL & RUDDELL Inc.

(Exclusive)

WHDF, Calumet, Mich.
WJMS, Ironwood, Mich.

NBC NATIONAL SPOT SALES

(Exclusive)

WEAF, New York
WJZ, New York
WMAQ, Chicago
WENR, Chicago
KGO, San Francisco
KPO, San Francisco
WGY, Schenectady, N. Y.
WBZ, Boston
WBZA, Springfield, Mass.
KYW, Philadelphia
KDKA, Pittsburgh
WRC, Washington
WMAL, Washington
WTAM, Cleveland
KOA, Denver

NORTHERN BROADCASTING & PUBLISHING Ltd.

CFCH, North Bay, Ont.
CKGB, Timmins, Ont.
CJKL, Kirkland Lake, Ont.

JOHN H. PERRY ASSOCIATES

WALA, Mobile, Ala.
WCOA, Pensacola, Fla.
WTMC, Ocala, Fla.
WLAP, Lexington, Ky.
WCMI, Ashland, Ky.
KFDA, Amarillo, Tex.
WJHP, Jacksonville, Fla.
WDLP, Panama City, Fla.

EDWARD PETRY & CO. Inc.

(Exclusive)

WSB, Atlanta
WFBR, Baltimore
WAAB, Boston
WNAC, Boston
WICC, Bridgeport, Conn.
WBEN, Buffalo
WGAR, Cleveland
WFAA, Dallas
WBAP, Fort Worth
KVOD, Denver
WJR, Detroit
KPRC, Houston
WDAF, Kansas City
KARK, Little Rock, Ark.
KFI, Los Angeles
WHAS, Louisville
WLLH, Lowell, Mass.
WTMJ, Milwaukee
KSTP, St. Paul
WSM, Nashville
WSMB, New Orleans
WTAR, Norfolk, Va.
WFIL, Philadelphia
KGW, Portland, Ore.
KEX, Portland, Ore.
WEAN, Providence
WRTD, Richmond, Va.
KSL, Salt Lake City
WOAI, San Antonio
KOMO, Seattle
KJR, Seattle
KHQ, Spokane
KGA, Spokane
WMAS, Springfield, Mass.
KVOO, Tulsa, Okla.
KFH, Wichita, Kan.
WTAG, Worcester, Mass.
The Yankee Network
The Colonial Network
Texas Quality Network
Minnesota Radio Network

RADIO ADVERTISING CORP.
(Exclusive)

WHK, Cleveland
WCLE, Cleveland
WHKC, Columbus, O.
WKBN, Youngstown, O.
WIP, Philadelphia
KITE, Kansas City

RADIO TIME AGENCY
(Chicago only)

WBNX, New York City
KFRO, Longview, Tex.
KCMC, Texarkana, Ark.

PAUL H. RAYMER CO.
(All Exclusive)

Michigan Radio Network
Mason-Dixon Group
Arizona Broadcasting Co.
WPRO, Providence
KWK, St. Louis
WSYR, Syracuse, N. Y.
WHEC, Rochester, N. Y.
WRVA, Richmond, Va.
WMBR, Jacksonville, Fla.
WJTN, Jamestown, N. Y.
KFWB, Los Angeles
WLAC, Nashville
WDBO, Orlando, Fla.
KTAR, Phoenix, Ariz .
KVOA, Tucson, Ariz.
WGAN, Portland, Me.
KOH, Reno, Nev.
KFBK, Sacramento, Cal.
KERN, Bakersfield, Cal.
KMJ, Fresno Cal.
KWG, Stockton, Cal.
WCAO, Baltimore
WBRC, Birmingham, Ala.
WDOD, Chattanooga, Tenn.
WJJD, Chicago
WXYZ, Detroit
WOOD-WASH, Grand Rapids, Mich.
WKBO, Harrisburg, Pa.
WORK, York, Pa.
WDRC, Hartford, Conn.
KWFT, Wichita Falls, Tex.
WDEL, Wilmington, Del.
KFSD, San Diego, Cal.
WSBT-WFAM, South Bend, Ind.
WKNE, Keene, N. H.

VIRGIL REITER & CO.

WCAU, Philadelphia
WFBM, Indianapolis

REYNOLDS-FITZGERALD Inc.
(Exclusive)

WTAQ, Green Bay, Wis.
WHBY, Appleton, Wis.
WIBA, Madison, Wis.
WSAU, Wausau, Wis.
WMAM, Marinette, Wis.
KFNF, Shenandoah, Ia.
WIL, St. Louis

SEARS & AYER Inc.
(Non-Exclusive)

WJBY, Gadsden, Ala.
WGPC, Albany, Ga.
WATL, Atlanta
WRBL, Columbus, Ga.
KID, Idaho Falls, Ida.
WSTP, Salisbury, N. C.
KWYO, Sheridan, Wyo.
KRLC, Lewiston, Ida.
WDSW, Champaign, Ill.
WGIL, Galesburg, Ill.
WCBS, Springfield, Ill.
KTSW, Emporia, Kan.
WAIR, Winston-Salem, N. C.
KUJ, Walla Walla, Wash.
KWOS, Jefferson City, Mo.
WMBH, Joplin, Mo.
WSOC, Charlotte, N. C.
WRAL, Raleigh, N. C.
WAIM, Anderson, S. C.
KDFN, Caspar, Wyo.

JACK SLATTER

CFCN, Calgary, Alta.
CFRN, Edmonton, Alta.
CFQC, Saskatoon, Sask.
CJGX, Yorkton, Sask.
CJRC, Winnipeg, Man.
CKPR, Ft. William, Ont.
CJRM, Regina, Sask.

WILLIAM R. STEWART

WLBC, Muncie, Ind.
WCOV, Montgomery, Ala.
WHBU, Anderson, Ind.
WCNW, Brooklyn
KPAB, Laredo, Tex.
CKMO, Vancouver, B. C.

EDWARD S. TOWNSEND CO.
(Pacific Coast representation)

WOR, New York
WGN, Chicago
WCAU, Philadelphia

WEED & CO.
(Exclusive)

WTIC, Hartford
KARM, Fresno, Cal.
KTMS, Santa Barbara, Cal.
WJNO, West Palm Beach, Fla.
WEOA-WGBF, Evansville, Ind.
WBOW, Terre Haute, Ind.
KGLO, Mason City, Ia.
WRDO, Augusta, Me.
WLBZ, Bangor, Me.
WCSH, Portland, Me.
WJAR, Providence
WORC, Worcester
KFRU, Columbia, Mo.
KXOK, St. Louis
KFBB, Great Falls, Mont.
WFEA, Manchester, N. H.
WEBR, Buffalo
WCOL, Columbus, O.
WBAX, Wilkes-Barre, Pa.
KABR, Aberdeen, S. D.
WKRC, Cincinnati

(Canadian)

CFAC, Calgary, Alta.
CJCA, Edmonton, Alta.
CFGP, Grand Prairie, Alta.
CJOC, Lethbridge, Alta.
CFJC, Kamloops, B. C.
CJAT, Trail, B. C.
CKWX, Vancouver, B. C.
CKX, Brandon, Man.
CKY, Winnipeg, Man.
CFAR, Flin Flon, Man.
CFNB, Fredericton, N. B.
CHNS, Halifax, N. S.
CKPR, Fort William, Ont.
CFRC, Kingston, Ont.
CJKL, Kirkland Lake, Ont.
CFCH, North Bay, Ont.
CKGB, Timmins, Ont.
CJCS, Stratford, Ont.
CKOC, Hamilton, Ont.
CFCY, Charlottetown, P. E. I.
CFCF, Montreal, Que.
CKBI, Prince Albert, Sask.
CHAB, Moose Jaw, Sask.
CKCK, Regina, Sask.
CJCB, Sydney, N. S.

HOWARD H. WILSON CO.
(Exclusive)

KFYO, Lubbock, Tex.
KGNC, Amarillo, Tex.
KRGV, Weslaco, Tex.
KTSA, San Antonio
KFBI, Wichita, Kan.
KELO-KSOO, Sioux Falls, S. D.
KWTO-KGBX, Springfield, Mo.
KGER, Long Beach
KGGM, Albuquerque, N. M.
KMA, Shenandoah, Ia.
WHBL, Sheboygan, Wis.
WJAG, Norfolk, Neb.
WKBH, Lacrosse, Wis.
WKZO, Kalamazoo, Mich.
WDZ, Tuscola, Ill.
KGHF, Pueblo, Colo.
KYSM, Mankato, Minn.
WDEV, Waterbury, Vt.
WREN, Lawrence, Kan.
WIBC, Indianapolis.
KMMJ, Grand Island, Neb.

FORJOE & CO.
THE **ENGLISH** DEPARTMENT
Represents

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RICH LOCAL MARKETS

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WCOU	**Lewiston, Me.**
WORL	**Boston, Mass.**

SOUTH WEST

KFRO	**Longview, Tex.**
KPAB	**Laredo, Tex.**
KCRC	**Enid, Okla.**
KICA	**Clovis, N. Mex.**
WMSL	**Decatur, Ala.**

MID WEST

WEMP	**Milwaukee, Wis.**
WLBC	**Muncie, Ind.**
WKST	**New Castle, Pa.**

WEST COAST

KSAN	**San Francisco, Cal.**
KXRO	**Aberdeen, Wash.**

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Programs, of local appeal, available at low cost. Special package rates for strip shows.

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FORJOE & CO.
THE **FOREIGN** DEPARTMENT
Represents

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THE MARKET WITHIN THE MARKET

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Leading U. S. Foreign-Language Radio Stations available as ***NETWORK**, or **SPOT**, in:

POLISH
ITALIAN
JEWISH
GERMAN
and other languages.

●

Complete coverage of the rich U. S. Urban-Foreign Markets

●

Complete Foreign Language Program Service for your National, or Spot, campaigns

●

*See Foreign Networks on page 197

FORJOE & COMPANY
Radio Station Representatives

NEW YORK • CHICAGO
19 West Forty-Fourth Street **201 North Wells Street**

Directory of

Transcription, Recording, Program Producing, Script and Related Services

Because of interchangeable nature of services offered by various companies in combination fields, these directories are combined. For reference convenience it is suggested the type of service desired be located by first consulting the column headed "Nature of Service".

(For Directory of Talent Agencies, see pages 96-97)

NAME OF COMPANY	CITY	ADDRESS	TELEPHONE	MANAGER	NATURE OF SERVICE
A. A. Recording Studio	New York City	3543 Broadway	Edgecombe 4-7600	Leslie C. Boyd	Recording service, production
ADL Recording Studios	Chicago, Ill.	4334 N. Kenmore Ave.	Wellington 3267	Jerry A. Callner	Recording service
Aerogram Corp.	Hollywood, Cal.	1611 Cosmo St.	Hillside 7211	G. Curtis Bird	Production, transcriptions
Air Features, Inc.	New York City	247 Park Ave.	Wickersham 2-0077	J. E. Sauter	Production
Air-Shows Inc.	Hollywood, Cal.	8511 Sunset Blvd.	....	Hugh Ernst Jr.	....
Norman Alexandroff & Co.	Chicago, Ill.	410 S. Michigan Ave.	Wabash 6762	Norman Alexandroff	Production, scripts, talent
All-Canada Radio Facilities Ltd.	Calgary, Alta. Montreal, Que. Toronto, Ont. Winnipeg, Man. Vancouver, B. C.	Southam Bldg. Dominion Square Bldg. Victory Bldg. Manitoba Telephone Bldg. 541 W. Georgia St.	R-2021 L-6400 Elgin 2464 92-191 Trinity 1391	H. R. Carson R. Hall G. F. Herbert P. H. Gayner J. E. Baldwin	Production, transcriptions
Allied Phonograph & Record Mfg. Co.	Hollywood, Cal.	1041 N. Las Palmas Ave.	Hollywood 5107	Louis I. Goldberg	Transcription processing, phonograph records, apparatus
Amalgamated Wireless (Asia) Ltd.	Sydney, Australia	47 York St.	BO 522	V. M. Brooker	Transcriptions, recording, production, talent
American Foundation for the Blind, Inc.	New York City	15 W. 16th St.	Chelsea 3-2821	J. O. Kleber	"Talking book" records and machines
American-Jewish Broadcasting Co.	New York City	86 Chambers St.	Rector 2-5341	Maurice Rappel	Jewish programs
American Radio Newsreel, Inc.	New York City	General Electric Bldg.	....	Erick Don Pam	Production, scripts
American Royal Productions	Oakland, Cal.	1622 Harrison St.	Higate 3738	M. Scott Weakley	Production
Artist's Recording Studios	Chicago, Ill.	4896 N. Ashland Ave.	Ravenswood 3087	E. W. Polzin	Recording service, production
Arthur H. Ashley	New York City	457 W. 57th St.	Columbus 5-1348	Arthur H. Ashley	Production, talent, scripts
Associated Broadcasting Co., Ltd.	Montreal, Quebec	Dominion Sq. Bldg.	Belair 3325	Martin Maxwell	Transcriptions, production, scripts
Associated Music Publishers, Inc.	New York City	25 W. 45th St.	Bryant 9-0847	M. E. Tompkins	Transcription library, production
Associated Transcriptions of Hollywood	Hollywood, Cal.	5636 Melrose Ave.	Hillside 4229	Harry F. Walstrum	Production, transcriptions
Audio-Scriptions, Inc.	New York City	1619 Broadway	Circle 7-7690	Ezekiel Rabinowitz	Recording service (library of voices)
Audisc Transcriptions	Utica, N. Y.	1202 Brinckerhoff Ave.	4-5250	Donald Gaffney	Recording service, production
Don Avlon's Greek Hour	New York City	414 W. 57th St.	Columbus 2525	Don Avlon	Greek programs
Ayers-Prescott, Inc.	New York City	RKO Bldg.	Columbus 5-1811	S. Kirley Ayers	Production, scripts, recorded news features
David S. Ballou Productions	Hollywood, Cal.	5827 Gregory Ave.	Gladstone 0394	David S. Ballou	Production
Bell Syndicate, Inc.	New York City	247 W. 43rd St.	Chickering 4-1690	Henry M. Snevily	Newspaper features adaptable to radio
Better Bakers' Bureau	New York City	551 Fifth Ave.	Vanderbilt 6-3258	M. I. White	Scripts for bakery programs
Walter Biddick Co. (Radio Programs Division)	Los Angeles, Cal.	Chamber of Commerce Bldg.	Richmond 6184	M. Thompson	Transcriptions, production, scripts
Joseph Bloom	New York City	19 W. 44th St.	Vanderbilt 3-3816	Joseph Bloom	Production
British Australian Programmes Pty. Ltd.	Sydney, N.S.W., Australia	60 Hunter St.	BW 4111	George Matthews	Transcriptions, production, script; sales agency for export
Broadcast Producers of N. Y., Inc.	New York City	501 Madison Ave.	Eldorado 5-9300	George W. Dan Junas	Transcriptions, production
Broadcasters Mutual Transcription	St. Louis, Mo.	818 S. Kingshighway	Franklin 2060	James M. Althouse	Recording service, production
Broadcasting Programme Service	Marseille, France	5 Av. Paul Carrere	Marengo 62-23	Herbert Rosen	Transcriptions, scripts; represents U. S. program producers in Europe
Kenneth Burton Radio Productions	New York City	117 W. 12th St.	Gramercy 7-5384	Kenneth Burton	Production, scripts
Canadian Broadcast Co.	Montreal, Quebec	1231 St. Catherine St., W.	Lancaster 1164	Rupert Caplan	Production, scripts
Champion Recording Service	New York City	1600 Broadway	Columbus 5-4445	Joy J. Pierri	Recording service
Bruce Chapman Co.	New York City	145 W. 41st St.	Wisconsin 7-2179	Bruce Chapman	Production
Cleveland B. Chase, Inc.	New York City	424 Madison Ave.	Eldorado 5-1720	Cleveland B. Chase	Sound slide films
Chicago Recording Studios, Inc.	Chicago, Ill.	64 E. Jackson Blvd.	Webster 7288	Robert W. Kittinger	Recording service, production
Chicago Tribune-New York News Syndicate	New York City Chicago, Ill.	220 E. 42nd St. Tribune Tower	Murray Hill 2-1243 Superior 0100	Arthur W. Crawford	Newspaper features adaptable to broadcasting
Christensen Recording Studios	Chicago, Ill.	306 S. Wabash Ave.	Harrison 5669	Carle A. Christensen	Recording service, production
Arthur B. Church Productions	Kansas City, Mo. Chicago, Ill.	Pickwick Hotel 400 Deming Place	Harrison 2650 Diversy 4400	Arthur Church George E. Halley	Production, scripts
Clark Phonograph Record Co., Inc.	Newark, N. J. Chicago, Ill.	216 High St. 221 N. LaSalle St.	Humboldt 2-0880 Central 5275	George H. Clark L. S. Toogood	Transcription processing, phonograph records
Leslie Clucas	Chicago, Ill.	333 N. Michigan Ave.	Franklin 7100	Leslie Clucas	Production, scripts
Columbia Recording Corp. (Subsidiary of CBS)	New York City Bridgeport, Conn. Hollywood, Cal.	799 Seventh St. 1473 Barnum Ave. 6624 Romaine St.	Circle 5-7300 Bridgeport 9-0181 Granite 4134	Edward Wallerstein William A. Schudt Jr. Paul E. Crowley	Phonograph records, transcriptions
Russell C. Comer Advertising Co.	Kansas City, Mo.	Fairfax Bldg.	Harrison 3964	Russell C. Comer	Production, transcriptions
Commercial Broadcasting Services Ltd.	Toronto, Ontatio	Hermant Bldg.	Elgin 3345	E. A. Byworth	Production, syndicated transcriptions, recording
Commercial Recording Studios, Inc.	New York City	56 W. 45th St.	Vanderbilt 6-3808	Florence M. Law, Jr.	Recording service
Compo Co. Ltd.	Montreal, Quebec	131 18th Ave.	Dexter 0905	E. M. Kirke Boyd	Processing acetate recordings

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CLARK CRAFTMANSHIP SPELLS

Q-U-A-L-I-T-Y

T-R-A-N-S-C-R-I-P-T-I-O-N

P-R-O-C-E-S-S-I-N-G

Since the earliest days of radio the skill and exactness of our processed recordings have told their own story of a job well done. Today practically every well known transcription producer is a CLARK client. If you are interested in quality transcription processing we are at your service.

Clark PHONOGRAPH RECORD COMPANY

Main Office: NEWARK, N. J. • 216 HIGH ST. • HUMBOLDT 2-0880

Midwest Office: CHICAGO, ILL. • 221 N. LASALLE ST. • CENTRAL 5275

Directory of Transcription, Production and Related Services

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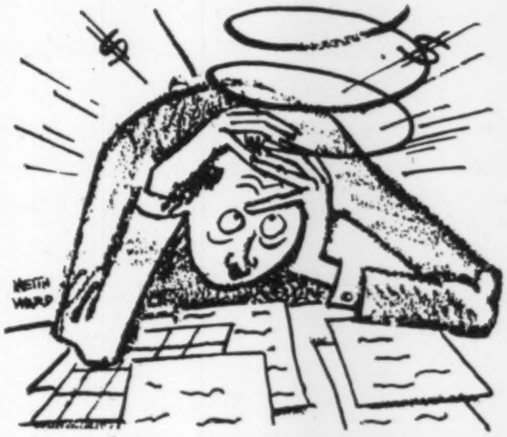
NAME OF COMPANY	CITY	ADDRESS	TELEPHONE	MANAGER	NATURE OF SERVICE
Conquest Alliance Co., Inc.	New York City Chicago, Ill.	515 Madison Ave. 203 N. Wabash Ave.	Plaza 3-5650 State 3348	A. M. Martinez A. V. Bamford	Transcriptions, production
J. Ralph Corbett, Inc.	Cincinnati, O.	801 E. Third St.	Cherry 3145	J. R. Corbett	Production, transcriptions
Paul Cruger	Hollywood, Cal.	5800 Carlton Way	Hollywood 9352	Paul Cruger	Production, scripts
Davis & Schwegler, Inc.	Los Angeles, Cal.	1009 W. Seventh St.	Trinity 2006	Herbert H. Aronson	Transcription library, music publishers
Decca Records, Inc.	New York City Chicago, Ill. Boston, Mass. New Orleans, La. St. Louis, Mo. San Francisco, Cal.	50 W. 57th St. 22 W. Hubbard St. 25 Brighton Ave. 517 Canal St. 1515 Market St. 35 Stillman St.	Columbus 5-5662 Delaware 8800 Algonquin 3160 Raymond 1924 Central 0199 San Francisco 3324	C. D. MacKinnon S. C. Schulz J. W. Meyerson R. N. McCormick J. T. Turner F. C. Allen	Phonograph records, transcriptions
Dan Dunn Productions	Hollywood, Cal.	650 N. Bronson Ave.	Hillside 2825	A. B. Lapic	Production
D'Arcy Laboratories	Chicago, Ill.	421 S. Wabash St.	Webster 0914	E. W. D'Arcy	Recording service
Dominion Broadcasting Co.	Toronto, Ont.	4 Albert St.	Adelaide 3383	Hal B. Williams	Transcriptions, production, scripts, talent
Walter P. Downs	Montreal, Que.	2313 St. Catherines St., W.	Westmont 6967	Walter P. Downs	Production, recordings
Earnshaw Radio Productions (Earnshaw-Young, Inc.)	Los Angeles, Cal.	1151 S. Broadway	Richmond 6184	H. Lewis Earnshaw	Production, scripts
Eccles Disc Recordings	Hollywood, Cal.	6233 Hollywood Blvd.	Hillside 5257	C. R. Alford	Recording service
Electrical Sound Engineering Co.	Baltimore, Md.	904 E. 41st St.	University 7513	Frank X. Green	Recording service
Electro-Vox Recording Studios	Hollywood, Cal.	5546 Melrose Ave.	Gladstone 2189	Bert B. Gottschalk	Recording service
Empire Broadcasting Corp.	New York City	480 Lexington Ave.	Plaza 8-3360	Eugene L. Bresson	Production, transcriptions, scripts
Esary Productions	Los Angeles, Cal.	4354 W. Third St.	Drexel 7331	Howard Esary	Production
Federal Transcribed Programs, Inc.	New York City	101 Park Ave.	Caledonia 5-7530	A. R. Steinberg	Transcriptions
Fidelity Sound Studios	Los Angeles, Cal.	3819 Wilshire Blvd.	Exposition 9395	Neil P. Jack	Recording service
Fields Brothers, Q. S.	Hollywood, Cal.	6253 Hollywood Blvd.	Hollywood 7305	Leo E. & Harry D. Fields	Production
Film Associates	Dayton, O.	429 Ridgewood Drive	Walnut 4641	E. R. Arn, Jr.	Transcriptions
Irving Fogel & Associates, Inc.	Hollywood, Cal.	1041 N. Las Palmas Ave.	Hollywood 5107	Howard Esary	Production, transcriptions
The Frahen Co.	New York City	152 W. 42nd St.	Chickering 4-3254	George Field	Transcription producers' representative
Gellatly, Inc.	New York City	9 Rockefeller Plaza	Circle 7-6120	Wm. B. Gellatly	Transcriptions, scripts, production
General Broadcasting System	Detroit, Mich. Cleveland, O.	Buhl Bldg. 1227 Prospect Ave.	Cherry 0400 Prospect 7716	Donald C. Jones Bob Haviland	Production, recording service
Gennett Records (Division, The Starr Piano Co.)	Richmond, Ind. New York City Los Angeles, Cal.	Richmond, Ind. 729 Seventh Ave. 1344 S. Flower St.	1117 Bryant 9-5543 Prospect 2035	W. Timmins T. J. Valentino Harry Gennètt, Jr.	Recorded sound effects, processing acetate discs
Clark H. Getts, Inc.	New York City	Waldorf-Astoria	Plaza 3-9005	J. Howard Andrews	Production, scripts, talent
Bruce Gilbert Productions Ltd.	Hollywood, Cal.	1742 Laurel Canyon Blvd.	Hillside 6663	Bruce Gilbert	Production
Harry S. Goodman	New York City	19 E. 53rd St.	Wickersham 2-3338	Harry S. Goodman	Production, syndicated transcriptions
Gordoni & Lee Radio Productions	Chicago, Ill.	1258 S. Michigan Ave.	Calumet 6700	Lillian Gordoni	Production, scripts, talent
Gould-Moody Co.	New York City	395 Broadway	Canal 6-3446	Sidney Gould William Moody	Manufactures recording blanks
Max Graf Productions	San Francisco, Cal.	455 Hyde St.	Ordway 9754	Max Graf	Syndicated transcriptions, production, scripts
Graham Gladwin Radio Productions	Fresno, Cal.	Fresno	....	Graham Gladwin	Production, recording
Jean V. Grombach, Inc.	New York City	113 W. 57th St.	Circle 6-6540	Jean V. Grombach	Transcriptions, production
Grombach Productions, Inc.	New York City	113 W. 57th St.	Circle 6-6540	Jean V. Grombach	Production, scripts
Guild Productions, Inc.	Cleveland, O.	3910 Carnegie Ave.	Henderson 3320	William A. D. Millson	Production, slide films
H. S. G. Advertising Agency, Inc.	New York City	19 E. 53rd St.	Wickersham 2-3338	Harry S. Goodman	Production
Sam Hammer Radio Productions	New York City	2 W. 45th St.	Murray Hill 2-0174	Floyd Buckley	Production, scripts
Hansen Associates	New York City	420 Lexington Ave.	Lexington 2-5457	Robert R. Hansen	Production, scripts, talent
Harris Radio Productions	Salt Lake City, Utah	First National Bank Bldg.	Wasatch 1373	R. T. Harris	Recording service, scripts
Harrison Recording Studios	New York City	1650 Broadway	Circle 5-8390	Harry Harrison	Recording service
Harvey & Howe, Inc.	Chicago, Ill.	919 N. Michigan Ave.	Delaware 1155	W. S. Harvey, Jr.	Production
Heffelfinger Radio Features	New York City	522 Fifth Ave.	Vanderbilt 6-2450	C. H. Pearson	Scripts
George Heid Productions	Pittsburgh, Pa.	Century Bldg.	Grant 3696	George Heid	Production, scripts
Edmund J. Holden & Reginald Sharlund	Hollywood, Cal.	1680 N. Vine St.	Hempstead 3225	Edmund J. Holden	Production
Hollywood Recorders	Hollywood, Cal.	1441 N. McCadden Pl.	Hollywood 1554	Forenz H. Fodor	Syndicated transcriptions, production
Hollywood Recording Co.	Hollywood, Cal.	1731 N. Highland Ave.	Hillside 3097	John Hirsch	Recording service
Hollywood Transcript Co.	Hollywood, Cal.	6625 Sunset Blvd.	Gladstone 3323	Daniel O'Brien	Production
Hood Educational Broadcasts, Inc.	New York City	142 E. 32nd St.	Murray Hill 4-8777	Archer L. Hood	Scripts
Intercontinental Audio Video Corp.	New York City	9 Rockefeller Plaza	Circle 7-4560	Winton L. Miller, Jr.	Recording service
International Broadcasting Co.	El Paso, Texas	P. O. Box 335	Main 4455	Lester L. Farber	Spanish productions
International Radio Productions (Transcription Div., International Radio Sales)	New York City	20 E. 57th St.	Plaza 8-2600	Loren L. Watson	Production
Jacky & Thorndyke	Chicago, Ill.	520 N. Michigan Ave.	Delaware 3262	George Thorndyke	Production, scripts
Warren C. Jaynes Recording Service	Lake Bluff, Ill.	340 Scranton Avenue	2359	Warren C. Jaynes	Recording service
Jewish Radio Zone Advertising Co.	New York City	110 W. 40th St.	Pennsylvania 6-0043	Benjamin Waxelbaum	Jewish programs

(Continued on Page 90)



Why radio men miss the 5:15

ONCE UPON A TIME a radio executive ate dinner at home. Years ago.

But there are 300 reasons why a certain one we know never catches the 5:15. Account Executives may. Art Directors may. He doesn't.

These 300 reasons are the 300 program suggestions thrown at him during an average month. To give even fleeting thought to each one this man must develop cauliflower ears from listening —over-work his waste basket—or miss his train. He misses his train.

At Gellatly, Inc. we have established a policy that we hope will help him catch more trains even if we may miss some business. But we believe it will help us make more friends.

We have set ourselves up as sparring partners for geniuses with ideas. When the genius packs an authentic punch we will bring his ideas around to you just as soon as we come out of the daze of our enthusiasm.

We can discount the self-starting enthusiasm of suggesters of "terrific" shows. We know that sometimes today's thrill is tomorrow's headache.

We may tell you about only one program idea a month but that one will be well worth listening to because we know radio's selling values from both sides of the mike and are pretty good at recognizing a hit when we hear one.

The programs we will bring you will possess qualities you can definitely recommend to clients. They will have entertainment value. They will have selling value. They will build audiences or will be written to appeal to a ready-built audience of multiple millions familiar with the characters in the show. They will offer merchandising possibilities that ingenuity can go to town with.

In short, they will be good.

This pre-audition testing on our time will save *your* time—get you home more frequently for dinner—build up your contacts with your family —and perhaps make you look even more often than ever to *"Gellatly for good shows"*.

GELLATLY, INC.

9 Rockefeller Plaza • New York City

WILLIAM B. GELLATLY, President • LOUIS J. F. MOORE, Vice-President

Directory of Transcription, Production and Related Services

(Continued from Page 88)

NAME OF COMPANY	CITY	ADDRESS	TELEPHONE	MANAGER	NATURE OF SERVICE
Archie Josephson Enterprises, Inc.	Hollywood, Cal.	6313 Bryn Mawr Drive	Gladstone 6802	Archie Josephson	Transcriptions, production
Kasper-Gordon Studios, Inc.	Boston, Mass.	140 Boylston St.	Devonshire 7357	Edwin H. Kasper	Production, scripts, syndicated transcriptions
Frank Kay Recording Studios	New York City	156 W. 44th St.	Longacre 5-0242	Robert Scheuing	Recording service
John Keating Studios	Portland, Ore.	Studio Bldg.	Beacon 1009	John Keating	Production, recording
Walter Patrick Kelly	New York City	RKO Bldg.	Circle 5-5780	W. P. Kelly	Recording services, production
James B. Keysor Co., Inc.	Salt Lake City, Utah	137 Motor Ave.	Wasatch 2552	J. B. Keysor	Recording service
King Features Syndicate	New York City	235 E. 45th St.	Murray Hill 2-5600	Stewart Hopkins	Newspaper features adaptable to broadcasting
Langlois & Wentworth, Inc.	New York City	420 Madison Ave.	Eldorado 5-1620	C. O. Langlois	Transcriptions, production, public domain library
Lang-Worth Feature Programs, Inc.	New York City	420 Madison Ave.	Eldorado 5-1620	R. C. Wentworth	Transcription library (public domain), transcriptions, production, scripts
Latin-American Adv. Co.	Los Angeles, Cal.	2217 Canyon Dr.	Hollywood 3246	Fred Vignati	Production, scripts
Lewis Recording Studio, Inc.	San Francisco, Cal.	1040 Geary St.	Ordway 3671	Ralph Castle	Recording service
Mort Lewis	New York City	39 Fifth Ave.	Gramercy 3-2465	Mort Lewis	Production, scripts
Lippe & Lazarus Productions	Hollywood, Cal.	429 N. Orange Drive	Walnut 2445	M. M. Lippe	Production, scripts
Lone Ranger, Inc.	Detroit, Mich.	Stroh Bldg.	Cherry 8321	George Trendle	Production
Phillips H. Lord, Inc.	New York City	501 Madison Ave.	Wickersham 2-2211	John O. Ives	Production
C. P. MacGregor	Hollywood, Cal.	729 S. Western Ave.	Fitzroy 4191	C. P. MacGregor	Transcription library, transcriptions, production
Mak-A-Record Transcription Co.	New York City	640 Riverside Drive	Edgecomb 4-7267	Owen M. Seelig	Recording service
Harry Martin Enterprises	Chicago, Ill.	360 N. Michigan Ave.	Randolph 3842	Harry Martin	Production
Masque Sound Recording Corp.	New York City	521 Fifth Ave.	Vanderbilt 6-1050	H. J. Gluskin	Recording service
R. V. McIntosh & Associates, Inc.	N. Hollywood, Cal.	10558 Camarillo St.	Stanley 7-1035	R. U. McIntosh	Syndicated transcriptions
Thomas H. McKnight	New York City	17 E. 49th St.	Eldoraldo 5-6110	Edith Meiser	Production
Alexander McQueen	Chicago, Ill.	185 E. Chestnut St.	Superior 9139	Alexander McQueen	Production, scripts
Mertens & Price, Inc.	Los Angeles, Cal.	3923 W. 6th St.	Drexel 1118	George Logan Price	Transcriptions, production, scripts
Metropolitan Broadcasting Service Ltd.	Toronto, Ont.	Hermant Bldg.	Adelaide 0181	Kenneth D. Soble	Production
Meyer & Ferris Radio News Features	Hollywood, Cal.	6362 Hollywood Blvd.	Hempstead 6834	A. D. Meyer	Scripts, production
Michelson & Sternberg, Inc.	New York City	116 Broad St.	Bowling Green 9-8925	A. Michelson	Buys transcriptions for export
Charles Michelson	New York City	67 W. 44th St.	Murray Hill 2-3376	Charles Michelson	Speedy-Q Sound Effects Library
Miller Broadcasting System	New York City	113 W. 57th St.	Circle 6-0141	David D. Chrisman	Sound on film recording
Miller Bros.	Los Angeles, Cal.	445 S. La Cienega Blvd.	Bradshaw 2-1233	W. H. Miller	Recording service
George Miller Productions, Inc.	St. Louis, Mo.	P. O. Box 1[illegible]15	....	George Miller	Production, scripts
Modern Productions	Akron, O.	Keith-Palace Arcade	Hemlock 4916	Dr. C. S. Williams	Production
Moonbeams Broadcasts, Inc.	New York City	1440 Broadway	Longacre 5-8005	George Shackley	Production, talent
Raymond R. Morgan Co.	Hollywood, Cal.	6362 Hollywood Blvd.	Hempstead 4194	R. E. Messer	Production
Musicraft Records, Inc.	New York City	10 W. 47th St.	Bryant 9-6564	Duane M. Davis	Recordings, production
Mutual Booking Corp.	Chicago, Ill.	410 S. Michigan Ave.	Wabash 2427	N. S. Caplow	Production
Robert S. Nash Co., Inc.	St. Louis, Mo.	5437 Lisette Ave.	Flanders 4758	Robert S. Nash	Production, scripts, recording
National Broadcasters & Entertainers	Indianapolis, Ind.	K. of P. Bldg.	Market 3082	Kay Keiser	Production, talent, radio school
NBC Radio-Recording Division	New York City Chicago, Ill. Hollywood, Cal.	30 Rockefeller Plaza Merchandise Mart Sunset Blvd. & Vine St.	Circle 7-8300 Superior 8300 Hollywood 6161	C. Lloyd Egner, Mgr. Frank E. Chizzini, Sales Mgr. Maurice Wetzel Robert F. Schuetz	Transcription Library (Thesaurus); production scripts, talent
NBC Radio Features Division (NBC Affiliate)	New York City Chicago, Ill. Hollywood, Cal. San Francisco, Cal.	30 Rockefeller Plaza Merchandise Mart 1500 N. Vine St. 111 Sutter St.	Circle 7-8300 Superior 8300 Hollywood 6161 Sutter 1920	William Hillpot James Stirton Alex Robb Alex Haas	Package shows
National Radio Advertising Agency	Hollywood, Cal.	1655 N. Cherokee Ave.	Hempstead 1551	D. D. Crawford	Production
National Features, Inc.	Chicago, Ill.	14 E. Jackson Blvd.	Harrison 6434	Ota Gygi	Production
National Radio Service	Hollywood, Cal.	1584 Crossroads	Hillside 9008	S. James Friedman	Production, scripts
National Radio Sports Service	New York City	306 W. 57th St.	Endicott 2-8650	Stanley Allen	Production
* National Recording Co.	New York City	1650 Broadway	Circle 7-2829	Ben Greene	Recording service, slide films
Lilian Okun, Inc.	New York City	15 Central Park West	Columbus 5-0060	Lilian Okun	Production, talent
Pacific Productions, Inc.	Hollywood, Cal.	8780 Sunset Blvd.	Crestview 5-0280	Frank W. Purkett	Production
Pan American Broadcasting Co.	New York City	330 Madison Ave.	Murray Hill 2-0811	A. Alexander	Production
Donna Parker Productions	Chicago, Ill.	540 N. Michigan Ave.	Delaware 2277	Donna Parker	Production
Pasadena Transcription Co.	Pasadena, Cal.	15 N. Fair Oaks Ave.	Sycamore 7-6514	Jack P. Prather	Recording service
Peck Radio Productions	Los Angeles, Cal.	3275 Wilshire Blvd.	Fitzroy 8131	Wm. M. Peck	Production, scripts
Peterson Radio Productions	New York City	1457 Broadway	Wisconsin 7-0069	Donald Peterson	Production, scripts (specializes in religious programs)
Poinsettia, Inc.	Pitman, N. J. Chicago, Ill. Louisville, Ky.	Pitman 4451 Irving Park Blvd. 705 S. First St.	Pitman 511 Kildare 9181 Wabash 3773	E. Poinsett L. H. Ottofy George Neville	Recording and processing; supplies
Ralph L. Power (Australian Record Co.)	Los Angeles, Cal.	Van Nuys Bldg.	Madison 5617	Ralph L. Power	Buys transcriptions for export; sells Australian produced transcriptions
Premier Radio Enterprises, Inc.	St. Louis, Mo.	Mart Bldg.	Garfield 3395	H. S. Somson	Recording service, production

(Continued on Page 92)

FOR COMPLETE
RADIO RECORDING
SERVICE...
Call NBC

Call NBC

FOR LOCAL STATION PROGRAMS

To radio stations, NBC offers two outstanding services for building local commercial and sustaining programs:

First is NBC THESAURUS . . . "A Treasure House of Recorded Programs"—supplying a wide variety of fine musical material recorded by established "name" artists and ensembles, with weekly continuity for eighteen sparkling program series (total, 65 programs per week).

Second is NBC Syndicated Program Service skilfully produced dramatic and musical shows that are tops in entertainment, among them "The Lone Ranger," "Secret Agent K-7 Returns," "Carson Robinson and His Buckaroos," "Heart Throbs of the Hills," "Five Minute Mysteries" and others.

Call NBC

FOR "SPOT" PROGRAMS

NBC plans and produces complete "custom" recorded programs. This service covers writing, casting and production of the show, plus recording, processing, manufacturing and distribution of duplicate pressings.

For agencies having their own production facilities, recording by the RCA-NBC ORTHACOUSTIC Recording System together with processing and manufacturing of pressings is available.

"Spot" and local advertisers have discovered a gold mine in NBC THESAURUS programs available for sponsorship at economical cost on over 200 stations. The Syndicated Programs described above are also available to "spot" advertisers in one or more markets.

Call NBC

FOR PLANNING AID

NBC is eager to assist advertising agencies in the planning of recorded programs. It offers studios and the finest technical service with or without casting help and other production aids.

The outstanding facilities of the "Program Center of Radio" are yours to command when your show is recorded by NBC. What's more, the recorded program is the nearest thing to a live studio broadcast when reproduced, as it is recorded on RCA-NBC ORTHACOUSTIC Transcriptions. With the same care, NBC handles the processing and the manufacture and distribution of duplicate pressings.

Call NBC

FOR AIR-CHECKS

If you are a radio artist, call NBC for your "off-the-line" or "off-the-air" recording requirements.

NBC Radio-Recording Division

NATIONAL BROADCASTING COMPANY
A Radio Corporation of America Service
RCA Bldg., Radio City, New York • Merchandise Mart, Chicago
Sunset and Vine, Hollywood

Directory of Transcription, Production and Related Services

(Continued from Page 90)

NAME OF COMPANY	CITY	ADDRESS	TELEPHONE	MANAGER	NATURE OF SERVICE
Press-Radio Features	Chicago, Ill.	360 N. Michigan Ave.	Randolph 9333	Paul G. Weichelt	Production, recorded programs
Radiant Productions, Inc.	New York City	522 Fifth Ave.	Murray Hill 2-2532	John A. Kappes	Production
Radio Centre, Ltd.	Toronto, Ont. Calgary, Alta.	100 Adelaide St., W. 127 Seventh Ave., E.	Waverly 2036 Main 5204	Spencer Grow M. H. Pitcher	Productions, transcriptions, talent
Radioaids, Inc.	Hollywood, Cal.	1041 N. Las Palmas Ave.	Hollywood 5107	E. D. Bedell	Production
Radio Events, Inc.	New York City	535 Fifth Ave.	Murray Hill 6-3487	Joseph M. Koehler	Production, scripts, transcriptions
Radio Features Advertising Agency	Cincinnati, O.	Carew Tower	Main 1329	W. H. Schaeffer	Production, scripts
Radioart Guild of America	Los Angeles, Cal.	122 S. Benton Way	Federal 2236	Ruth Clark	Production
Radio Attractions, Inc.	New York City	RKO Bldg.	Circle 7-4483	Herbert E. Ebenstein	Syndicated transcriptions
RCA Mfg. Co., Inc. (RCA Victor Division, Recording Dept.)	Camden, N. J. New York City Chicago, Ill. Hollywood, Cal.	Front & Cooper Sts. 153 E. 24th St. 445 N. Lake Shore Drive 1016 N. Sycamore Ave.	Camden 8000 Bogardus 4-6200 Delaware 4774 Hillside 5171	Frank B. Walker George Keane A. E. Hindle Harry Meyerson	Transcriptions, phonograph records
Radio Merchandising Service	Chicago, Ill.	520 N. Michigan Ave.	Superior 4627	James A. Iago	Script service
Radio News Column Service (Boake Carter)	Philadelphia, Pa.	1622 Chestnut St.	Locust 7700	Alan Scott	Boake Carter syndicated transcriptions
Radio News Reel Productions	Hollywood, Cal.	1000 Cahuenga Blvd.	Hillside 1161	Ted N. Turner	Transcriptions of news events
Radio Producers of Hollywood	Hollywood, Cal.	930 N. Western Ave.	Hollywood 6288	Lou R. Winston	Production
Radio Program Associates	New York City	40 E. 49th St.	Eldorado 5-4228	Bernard Zisser	Production
Radio Programme Producers	Montreal, Que. Toronto, Ont.	1440 St. Catherine St., W. 350 Bay St.	Marquette 1184 Waverly 8914	Paul L. Anglais Anne McLean	Production, transcriptions
Radio Receiving Record Co.	Providence, R. I.	304 Smith St.	Dexter 4081	Lewis A. McGowan, Jr.	Recording service
Radio Recorders, Inc.	Los Angeles, Cal.	932 N. Western Ave.	Hollywood 3917	J. Joseph Sameth	Recording service
Radio Recording Studios	Chicago, Ill.	4701 N. Winchester Ave.	Edgewater 6461	Myron Bachman	Recording service
Radio-Rundfunk Corp.	New York City	207 E. 84th St.	Rhinelander 4-9609	Herbert F. Oettgen	Foreign language programs
Radioscript Productions Co.	New York City	1775 Broadway	Circle 7-2849	Maury Ascher	Production, recording, scripts
Radioscriptions, Inc.	Washington, D. C.	726 Eleventh St., N. W.	Republic 0861	Marshall L. Faber	Recording service, production
Radio Transcription Co. of America	Hollywood, Cal.	1651 Cosmo St.	Hollywood 3545	Andrew J. Schrade	Transcriptions, production
Radio Writers Laboratory	Lancaster, Pa.	....	2-1387	M. S. Miller	Scripts
Ready-to-Air Service	New London, Conn.	P. O. Box 1057	....	Robert Howell	Scripts, quiz shows
Rec-Art Studios	Los Angeles, Cal.	1120 S. Main St.	Prospect 9232	Al Nazareth	Production, scripts
Recordings, Inc.	Hollywood, Cal.	5505 Melrose Ave.	Hillside 6138	E. Avery	Recording service
Reeves Sound Studios, Inc.	New York City	1600 Broadway	Circle 6-6686	Hazard E. Reeves	Recording service
Max Reinhardt Recording Studios	Hollywood, Cal.	5939 Sunset Blvd.	Hillside 8185	Shelby York	Production
Religious News Service	New York City Washington, D. C. Chicago, Ill. San Francisco, Cal.	300 Fourth Ave. Southern Bldg. 203 N. Wabash Ave. Kohl Bldg.	Algonquin 4-9746 National 4273 Central 2029 Garfield 1641	Louis Minsky Donald T. Sheehan Dr. James M. Yard George Saunders	Syndicated religious news scripts
Robinson Recording Laboratories	Philadelphia, Pa.	35 S. Ninth St.	Walnut 6800	W. P. Robinson	Recording service
Rocke Productions, Inc.	New York City	1270 Sixth Ave.	Circle 7-7630	Ben Rocke	Production
Norman Ross, Inc.	Chicago, Ill.	605 N. Michigan Ave.	Superior 2168	Norman Ross	Production, scripts
Roth & Berdun	Detroit, Mich.	4464 Cass Ave.	Temple 1-2552	Cecil Berdun	Recording service, production
Selviair Broadcasting System, Inc.	Chicago, Ill.	75 E. Wacker Drive	Randolph 8877	Irving Rocklin	Production, scripts
Service Programs, Inc.	New York City Hollywood, Cal.	535 Fifth Ave. 601 N. Rossmore	Murray Hill 6-3489 Hempstead 8898	Gladys Miller Marque Richard	Production, scripts
Shank & Tuvim	New York City	RKO Bldg.	Columbus 5-1332	Mary L. Shank	Production, talent bookings
Stephen Slesinger, Inc. (NEA representative)	New York City	250 Park Ave.	Eldorado 5-2545	Stephen Slesinger	Newspaper features adaptable for radio
Edward Sloman Productions	Hollywood, Cal.	8782 Sunset Blvd.	Crestview 1-2242	Sam Martin Kerner	Production
J. Hall Smith	Detroit, Mich.	1119 Webb Ave.	Townsend 6-1100	J. H. Smith	Recording service, production
Sound Projects Co.	Chicago, Ill.	3140 W. Walton St.	Nevada 6262	M. F. Leclair	Transcription reproducers
Sound Recording Service	Rochester, N. Y.	240 East Ave.	Stone 830	R. A. Goering	Recordings, airchecks
Southern Radio Features	Dallas, Texas	Mercantile Bldg.	2-8292	A. M. Cohen	Radio cooking schools
Speedy-Q-Sound Effects	Los Angeles, Cal.	1344 S. Flower St.	Prospect 2035	Harry Gennett, Jr.	Recorded sound effects
Spot Film Productions	New York City	339 E. 48th St.	Plaza 5-0808	Sherman Price	Film transcriptions
Standard Radio	Hollywood, Cal. Chicago, Ill. New York City Dallas, Texas Seattle, Wash. Paris, France	6404 Hollywood Blvd. 360 N. Michigan Ave. RKO Bldg. P. O. Box 933 White-Henry-Stuart Bldg. 12 Rue Abel Ferry (16e)	Hillside 0188 State 3153 Circle 5-4895 .... Main 6626	Gerald King Milton M. Blink Robert McCullough Herbert Denny Hal Pearce Herbert Rosen	Transcription library, transcriptions
Star Radio Programs, Inc. (Affiliated with All-Canada Radio Facilities, Inc.)	New York City	250 Park Ave.	Plaza 3-4991	Daniel C. Studin	Scripts
Edwin Strong, Inc.	New York City	71 W. 45th St.	Bryant 9-5758	Edwin Strong	Production, scripts
Technisonic Recording Laboratories	St. Louis, Mo.	818 S. Kingshighway Blvd.	Franklin 2060	Charles Edw. Harrison	Recording service, production, scripts
Time Abroad Ltd.	New York City	29 W. 57th St.	Plaza 3-3015	E. V. F. Brinckerhoff	Recording service
Transair, Inc.	Chicago, Ill.	105 W. Adams St.	Central 0320	W. F. Arnold	Transcriptions

(Continued on Page 94)

INTRODUCING *The Perfect Recording* BLANK

What is a "perfected" recording blank? The answer is simple. One that *reaches* you in the *same* condition as it comes off the machine. This is a problem of packing and shipping so as to prevent spoilage in transit by damage, warpage and lint—and this is how we meet it!

> **We pack our blanks in a *specially-built* metal container. Each disc is packed in this container without an envelope directly on it, and is virtually suspended in air by an ingenious device of locking the discs on bolts and spacing each one with a fibre washer. Envelopes are packed separately and enclosed in the same carton in which the metal container is packed.**

That's the way and the *only* way you will receive "perfected" blanks. Oh, we almost forgot. These containers serve as *storage cabinets* in which the discs can be retained until ready for recording.

You'll see for yourself when you order. Inquire about our Factory lots, for there is a special discount saving of 25%.

Advantages of The GOULD-MOODY Blank

PROCESS:

Covered in ONE operation by air and electrically-controlled machinery to an average thickness of .0075 inch. This thickness is *perfect* for precise record cutting.

CUTTING & PLAYBACK:

Blanks reproduce with the highest fidelity. Permit long playback use, and are Not Perishable. (No surface noises and stylus scratches.)

GUARANTEE:

THE GOULD-MOODY COMPANY guarantees that the stylus cut on its records will be and must be absolutely and micrometrically uniform in depth.

MADE IN
U. S. A.

RECORDING BLANK
DIVISION

The
GOULD-MOODY CO.
395 BROADWAY
NEW YORK CITY

MADE IN
U. S. A.

RECORDING BLANK
DIVISION

Directory of Transcription, Production and Related Services

[Continued from Page 92]

NAME OF COMPANY	CITY	ADDRESS	TELEPHONE	MANAGER	NATURE OF SERVICE
Transamerican Broadcasting & Television Corp.	New York City Chicago, Ill. Hollywood, Cal	1 East 54th St. 230 N. Michigan Ave. 5833 Fernwood Ave.	Plaza 5-9800 State 0366 Hollywood 5315	John L. Clark E. J. Rosenberg Walter Callahan William V. Ray	Transcriptions, production
Transcribed Radio Shows, Inc.	New York City	2 W. 47th St.	Longacre 5-3440	M. E. Moore	Transcriptions, scripts, production
Trans-Radio Adv. & Program Service	Sydney, Australia	Asbestos House	B-5407	S. A. Maxwell	Transcriptions, production, script, talent
Trans-Radio Enterprises	Hollywood, Cal.	5513 Sunset Blvd.	Hillside 1414	Frank Robinson Brown	Recording service, production
Transradio News Features, Inc.	New York City	9 Rockefeller Plaza	Circle 7-4560	W. G. Quisenberry	News features, scripts, production
Transray Recording & Production Co.	Toronto, Ont.	10-18 McCaul St.	Adelaide 2772	John H. Part	Production, transcriptions, talent
Transtudio Recording Corp.	Buffalo, N. Y.	473 Virginia St.	Cleveland 1160	James W. Gillis, Jr.	Recording service, production
Tullen Sound Recording Studio	Hartford, Conn.	40 Euclid St., W.	6-7481	David B. Tullen	Recording service
Twentieth Century Radio Productions	Hollywood, Cal.	1611 Cosmo St.	Granite 9021	Archie Josephson	Syndicated transcriptions
United Broadcasting Co.	Chicago, Ill.	201 N. Wells St.	Andover 1685	William L. Klein	Foreign language programs
United Radio Shows, Inc. (Affiliated with United Press)	New York City	220 E. 42nd St	Murray Hill 2-0400	Hartzell Spence	Scripts, production
United Feature Syndicate	New York City	220 E. 42nd St.	Murray Hill 2-3020	George A. Carlin	Newspaper features adaptable to broadcasting
United Recording Co. Inc.	Chicago, Ill.	Merchandise Mart	Delaware 6364	S. T. Pierce	Recording service
United States Record Corp.	New York City	1780 Broadway	Circle 5-7190	Eli E. Oberstein	Phonograph records, transcriptions, production
U. S. Recording Co.	Washington, D. C.	712 Eleventh St., N. W.	District 1640	R. C. Miller	Recording service
Universal Radio Features	San Francisco, Cal.	200 Bush St.	Sutter 6780	Ronald Guy Patrick	Production, scripts
Universal Recording Co., Inc.	New York City	1270 Sixth Ave.	Circle 5-4895	Allen Best	Recording service, production
Thomas J. Valentino	New York City	729 Seventh Ave.	Bryant 9-5543	Thomas J. Valentino	Production, recording
Waxelbaum & Co.	New York City	110 W. 40th St.	Pennsylvania 6-0043	B. Waxelbaum	Jewish radio programs
L. A. Weinrott & Associates	Chicago, Ill.	75 E. Wacker Drive	State 4207	L. A. Weinrott	Production, scripts
Wells Feature Syndicate	Hollywood, Cal.	Hollywood Center Bldg.	Gladstone 9110	Alan W. Wells	Production, scripts
Carl Wester & Co.	Chicago, Ill.	360 N. Michigan Ave.	Randolph 6922	Carl Wester	Production
WHN Transcription Services	New York City	1540 Broadway	Bryant 9-7800	Robert Patt	Recording service, transcriptions
Fletcher Wiley Productions	Los Angeles, Cal.	6121 Sunset Blvd.	....	Fletcher Wiley	Production
Witte Radio Productions	Los Angeles, Cal.	740 S. Broadway	Vandike 5436	I. O. Witte	Production, scripts
Wolf Associates, Inc.	New York City Hollywood, Cal.	RKO Bldg. 6912 Hollywood Blvd.	Columbus 5-1621 Gladstone 0676	Ed Wolf L. Wolfe Gilbert	Production
Woods Recording Studios	Chicago, Ill.	54 W. Randolph St.	Dearborn 3646	Henry A. Kaufman	Recording service
WOR Electrical Transcription & Recording Service	New York City	1440 Broadway	Pennsylvania 6-8383	Ray S. Lyon	Recording service, production, talent
World Broadcasting System, Inc.	New York City Chicago, Ill. San Francisco, Cal. Hollywood, Cal. Washington, D. C.	711 Fifth Ave. 301 E. Erie St. 1050 Howard St. 1000 N. Seward St. Wardman Park Hotel	Wickersham 2-2100 Superior 9114 Douglas 3310 Hollywood 6321 Columbia 2000	Percy L. Deutsch Read H. Wight C. C. Langevin P. W. Campbell Harold A. Lafount	Transcription Library, transcriptions, production, scripts, talent
World High Fidelity Recording, Inc.	Montreal, Quebec	1159 St. Lawrence Blvd.	Lancaster 8833	....	Recording service
Frederic W. Ziv, Inc.	Cincinnati, O.	2436 Reading Rd.	University 6124	Frederic W. Ziv	Transcriptions, scripts

"The reproduction is almost flawless. There is absolutely no needle scratch."

LEE DE FOREST

"The Father of Radio"—in a letter written to WOR acknowledging recordings made for him.

This is typical of the hundreds of enthusiastic statements made by members of the radio industry and private individuals whenever WOR recordings are heard.

Why then risk the disappointment of inferior recordings when the best can be had at practically the same cost?

WOR *Electrical Transcription and Recording Service 1440 Broadway in New York*

NOW AVAILABLE ON TRANSCRIPTIONS

MAY ROBSON

The grand lady of the movies in her greatest dramatic role . . .

"LADY OF MILLIONS"

105 Fifteen Minute Episodes

Written by Hector Chevigny, author of "Lost Empire". Musical score under direction of Salvatore Santaella.

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Newspaper ads, Publicity articles, Counter Displays, Window Streamers.

"An Outstanding Record of Success"

Write or Wire

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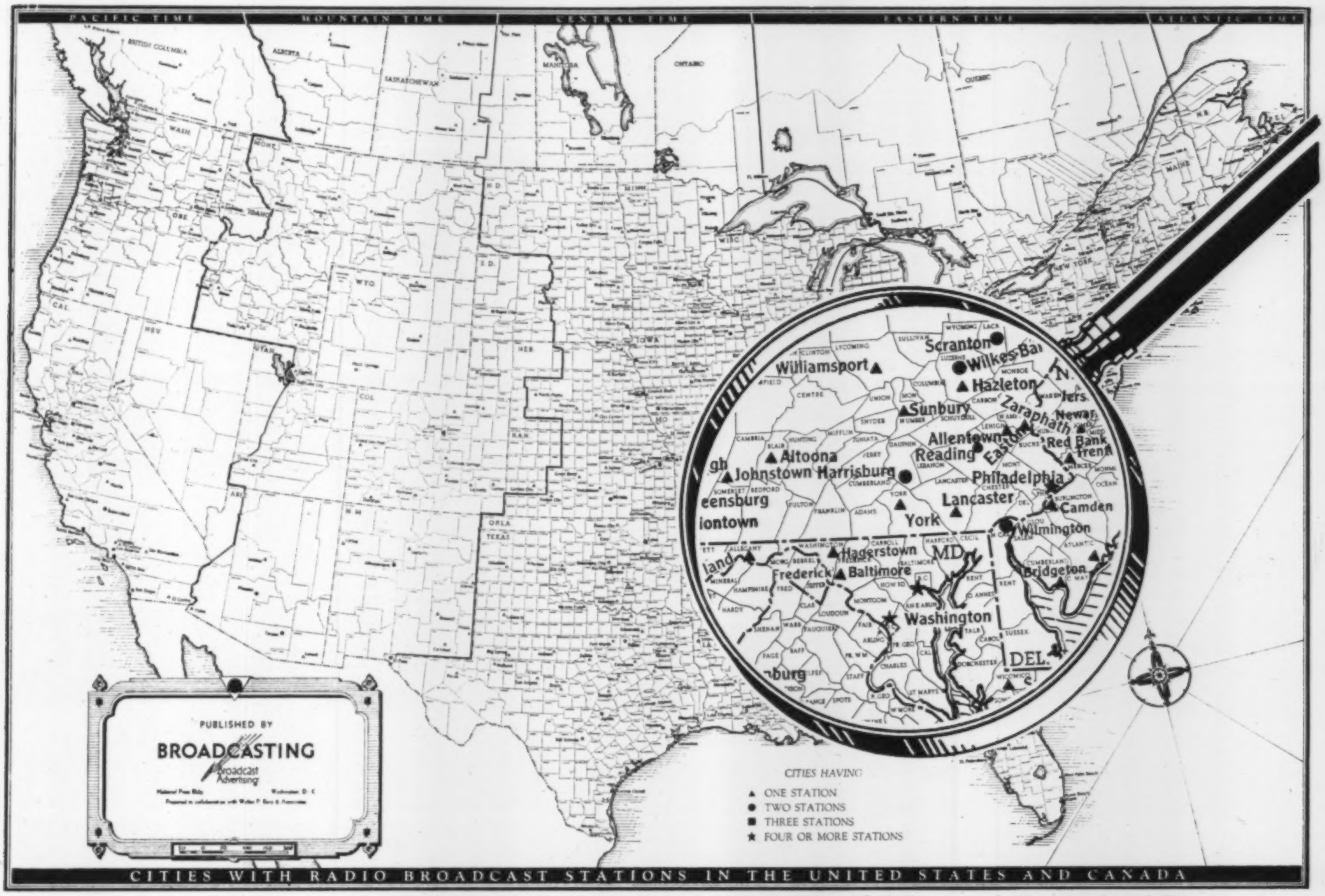
Cincinnati, Ohio

Producers of transcribed programs for local and regional sponsorship.

IMPROVED GIANT SIZE 1940 RADIO OUTLINE MAP

(¼th larger than last year's map—U. S. Possessions included for first time)


PACIFIC TIME
MOUNTAIN TIME
CENTRAL TIME
EASTERN TIME
ATLANTIC TIME
PUBLISHED BY
BROADCASTING
Broadcast Advertising
National Press Bldg.
Washington, D. C.
CITIES HAVING
▲ ONE STATION
● TWO STATIONS
■ THREE STATIONS
★ FOUR OR MORE STATIONS
Williamsport
Scranton
Wilkes-Bar
Hazleton
Sunbury
Allentown
Reading
Easton
Altoona
Johnstown
Harrisburg
Philadelphia
Lancaster
York
Camden
Wilmington
Hagerstown
Frederick
Baltimore
Washington
Bridgeton
MD
DEL
CITIES WITH RADIO BROADCAST STATIONS IN THE UNITED STATES AND CANADA

Magnified Portion of Map is Actual Size

ALL map and a yard wide . . . that's the big new 1940 Radio Outline Map of the United States, Possessions and Canada. Actually, it measures 38½" wide by 26" deep; embraces Alaska, Hawaii and Puerto Rico for the first time; includes locations of all radio stations, county outlines, time zones, number of stations per city.

The reverse side of the map carries a complete log of United States, Canadian and Territorial stations alphabetically by States, Cities and Call Letters. Frequencies and powers are shown. Printed on white ledger paper, this map permits use of ink. It is mailed flat.

Last year 10,000 Radio Outline Maps were used by advertising agencies, radio advertisers, radio stations, radio station representatives and others engaged in the business of broadcasting. *Its utilities are many. There is no substitute. Order a supply now.*

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BROADCASTING
Broadcast Advertising

National Press Bldg.

Washington, D. C.

Directory of
TALENT and BOOKING AGENCIES HANDLING RADIO ARTISTS

(Services Include Artists, Orchestras, Writers and, in many cases, Production)

Agency	City	Address Telephone Number	Executives
Charles H. Allen Agency	New York	1270 Sixth Ave. Circle 7-4124	Charles H. Allen
Artists & Authors Corp. of America	Los Angeles	8555 Sunset Blvd. Oxford 2371	Arthur Landau
Artists Management, Inc.	New York	17 E. 45th St. Murray Hill 2-1888	Frank Burke
Authors & Artists, Inc.	New York	630 Fifth Ave. Circle 5-8133	Norman H. White, Jr.
Batchelor Enterprises, Inc.	New York	1270 Sixth Ave. Columbus 5-6773	Howard Reilly
M. S. Bentham	New York	1564 Broadway Bryant 9-1227	M. S. Bentham
Stanley Bergerman & Co.	W. Hollywood	9165 Sunset Blvd. Oxford 3196	Stanley Bergerman
Herman Bernie, Inc.	New York	522 Fifth Ave. Vanderbilt 6-3980	Herman Bernie
Bob Brandies Agency	Hollywood	7904 Santa Monica Blvd. Hempstead 3922	Bob Brandies
Briscoe & Goldsmith, Inc.	New York	522 Fifth Ave. Murray Hill 2-6244	....
Chamberlain Brown	New York	145 W. 45th St. Bryant 9-8480	Chamberlain Brown
Curtis Brown-Alan Collins, Inc.	New York	347 Madison Ave. Murray Hill 6-6170	Frank Chase
Ted Collins	New York	1819 Broadway Circle 7-0094	Ted Collins
Columbia Artists, Inc. (Subsidiary of Columbia Broadcasting System)	New York	485 Madison Ave. Wickersham 2-2000	Herbert I. Rosenthal
	Chicago	Wrigley Bldg. Whitehall 6000	Nan Elliott
Columbia Concerts Corp. (Subsidiary of Columbia Broadcasting System)	New York	113 W. 57th St. Circle 7-6900	Arthur Judson
	Chicago	Wrigley Bldg. Whitehall 6000	Arthur Wisner
	Hollywood	Columbia Square Hollywood 6365	Murry Brophy
Consolidated Radio Artists, Inc.	New York	30 Rockefeller Plaza Columbus 5-3580	Charles E. Green
	Chicago	32 W. Randolph St. Franklin 8300	Stanford Zucker
	Hollywood	8555 Sunset Blvd. Oxford 1005	Lou Irwin
	Cleveland	838 Keith Bldg. Main 3454	Ben Zucker
	Dallas	109 N. Akard St. 7-9384	Bob Sanders
	San Francisco	111 Sutter St. Exbrook 8033	Larry Allen
Hallam Cooley Agency & S. George Ullman	Hollywood	9111 Sunset Blvd. Crestview 5-6161	Hallam Cooley
Everett N. Crosby, Ltd.	Hollywood	9028 Sunset Blvd. Crestview 1-1171	Pete de Lima
Ernest Cutting's Talent Development Center	New York	538 Fifth Ave. Vanderbilt 6-5995	Ernest Cutting
Benjamin David	New York	18 E. 48th St. Eldorado 5-1908	Benjamin David
Dolan & Doane, Inc.	Hollywood	8905 Sunset Blvd. Crestview 1-9185	C. Colton Cronin
Harry S. Dube	New York	RKO Bldg. Columbus 5-7035	J. Knight
W. M. Ellsworth	Chicago	75 E. Wacker Drive Central 0942	W. M. Ellsworth
Evans & Salter, Inc. (Division of Columbia Concerts Corp.)	New York	113 W. 57th St. Circle 7-6900	Lawrence Evans Jack Salter
F. & M. Stageshows, Inc. (Fanchon & Marco)	New York	30 Rockefeller Plaza Circle 7-5630	Samuel Shayon
	Hollywood	5600 Sunset Blvd. Hollywood 5341	Marco Wolff
	St. Louis	527 N. Grand Ave. Newstead 3600	Harry Arthur
Famous Artists Corp.	Beverly Hills, Cal.	9441 Wilshire Blvd. Crestview 1-5222	William Collier, Jr. George Rosenberg
Featured Artists Service, Inc.	New York	247 Park Ave. Plaza 5-5044	Maurice Scopp
Bernie Foyer	New York	1540 Broadway Bryant 9-2030	Bernie Foyer
Freddie Fralick Management	Beverly Hills, Cal.	204 S. Beverly Drive Crestview 5-6111	Freddie Fralick
George Frank, Inc.	Hollywood	1626 N. Vine St. Hillside 3188	George Frank
Gale, Inc.	New York	48 W. 48th St. Longacre 3-6111	Moe Gale
Bruce Gear Agency	Hollywood	8949 Sunset Blvd. Crestview 6-6466	Bruce Gear
General Amusement Corp.	New York	RKO Bldg. Circle 7-7550	Thomas G Rockwell
	Chicago	32 W. Randolph St. State 6288	Bob L. Weems
	Hollywood	9028 Sunset Blvd. Crestview 1-8101	Ralph Wonders
	London, England	199 Piccadilly	Leslie A. Macdonnell
General Program Service, Inc. (Affiliated with Station WLW)	Cincinnati	3401 Colerain Ave. Kirby 4800	George C. Biggar Wm. McCluskey
William Gernannt	New York	521 Fifth Ave. Vanderbilt 6-1750	William Gernannt
Glaser Consolidated Attractions, Inc.	New York	30 Rockefeller Plaza Circle 7-0862	Joe Glaser
Lew Golder Agency	Hollywood	9122 Sunset Blvd. Crestview 1-2127	Lew Golder
Nat Goldstone Agency	Hollywood	9121 Sunset Blvd.	Nat Goldstone
Mark Hanna	New York	654 Madison Ave. Regent 4-6250	Mark Hanna
Harris & Steele, Inc.	New York	320 W. 78th St. Endicott 2-9555	Wager S. Harris
Leland Hayward, Inc.	New York	654 Madison Ave. Regent 4-7000	Larry White
	Beverly Hills	9200 Wilshire Blvd. Crestview 1-5151	Leland Hayward
Walter Herzbrun Agency	Los Angeles	9000 Sunset Blvd. Oxford 4157	Louis Cline
	New York	1440 Broadway Longacre 5-3364	A. O. Herzbrun
International Broadcasting Co. Ltd.	London, W-1, England	37 Portland Place Langham 2000	Richard L. Meyer
Lou Irwin, Inc.	Los Angeles	9134 Sunset Blvd. Oxford 1005	Lou Irwin
Kane-Wertheimer Agency	Hollywood	8485 Sunset Blvd. Oxford 2396	Walter Kane
Jesse L. Kaufman, Inc.	New York	22 W. 48th St. Pennsylvania 6-2409	Jesse L. Kaufman
Al Kingston & Co., Inc.	Beverly Hills	9441 Wilshire Blvd. Crestview 1-8161	Eugene Hill
KSTP Artists, Inc.	St. Paul, Minn.	Radisson Hotel Bridgeport 3222	Charles E. Smith
Jack Lavin	New York	Park Central Hotel Circle 7-8000	Jack Lavin
Leading Attractions, Inc.	New York	515 Madison Ave. Plaza 3-8093	A. B. Steiner
William C. Lengel—Literary Associates	New York	654 Madison Ave. Regent 7-0770	Fred Waible
W. Biggie Levin	Chicago	612 N. Michigan Ave. Superior 0506	W. Biggie Levin
Lichtig & Englander	Hollywood	8776 Sunset Blvd. Crestview 1-2141	B. A. Englander
Ray Linton	Chicago	360 N. Michigan Ave. State 6662	Ray Linton
Ben B. Lipset	New York	1350 Broadway Chickering 4-2466	Ben B. Lipset
Estelle Lutz Artist Bureau	Chicago	410 S. Michigan Ave. Harrison 0536	Estelle A. Lutz
A. & S. Lyons, Inc.	New York	515 Madison Ave. Plaza 3-5181	Samuel T. Lyons
Gene Mann Agency	Hollywood	8949 Sunset Blvd. Crestview 1-1135	Gene Mann
Hesse & McCaffrey	New York	501 Madison Ave. Eldorado 5-1076	Nelson S. Hesse William McCaffrey
Metro Artist Bureau	New York	1650 Broadway Circle 7-2829	Ted Nelson
Mills Artists, Inc.	New York	1619 Broadway Columbus 5-6350	Irving Mills

Continued on Page 98

Now the fact is proved

WNEW IS FIRST

among New York Non-Network Stations

FIRST IN AUDIENCE LISTENING— (Hooper-Holmes Survey of New York listening) WNEW has twice the listening audience of its nearest competitor. WNEW captures as much as 33.4% of the audience as opposed to 18.8% by any other local station.

FIRST IN STATION PUBLICITY— No other New York station of any size has had as many spreads in national magazines in 1939: 3 page spread in LIFE, 2 page spread in PIC, 2 page article in COLLIER'S, 2 leading articles in TIME. All these praise WNEW.

FIRST IN CLASSIFIED BILLINGS— Based on the survey of NATIONAL RADIO RECORDS—the only complete study of billings among New York Stations—WNEW took first place in billings by sponsor classification . . . a testimonial to WNEW's ability to move products *fast.*

FIRST IN PROGRAM IDEAS— (Serving New York and New Jersey 24 hours a day) Milkman's Matinee is the only successful all-night program in the Eastern U.S. "Make Believe Ballroom" is the *best known* and *most salesworthy* dance recording show in the United States.

PUT IT FIRST
ON YOUR N. Y. SCHEDULE
FOR BANNER SALES
IN '40

WNEW NEW YORK

1250 ON THE DIAL

SERVING NEW YORK AND NEW JERSEY 24 HOURS A DAY
5000 WATTS BY DAY — 1250 KILOCYCLES — 1000 WATTS BY NIGHT
NEW YORK OFFICE AT 501 MADISON AVENUE

TALENT and BOOKING AGENCIES HANDLING RADIO ARTISTS

(Services Include Artists, Orchestras, Writers, and, in many cases, Production)

[Continued from Page 96]

Agency	City	Address Telephone Number	Executives
Monter-Gray, Inc.	Hollywood	8736 Sunset Blvd. Crestview 1-1191	Edward M. Gray
William Morris Agency, Inc.	New York	RKO Bldg. Circle 7-2160	William B. Murray
	Chicago	203 N. Wabash Ave. State 3632	Wallace Jordan
	Beverly Hills, Cal.	202 N. Canon Dr. Crestview 1-6161	George Gruskin
Leo Morrison, Inc.	Beverly Hills, Cal.	204 S. Beverly Dr. Crestview 1-9191	Leo Morrison
Sidney P. Morse	Chicago	162 N. State St. State 1728	Sidney P. Morse
John Moses	New York	730 Fifth Ave. Circle 6-2677	John Moses
Music Corporation of America	Chicago	430 N. Michigan Ave. Delaware 1100	M. B. Lipsey
	New York	745 Fifth Ave. Wickersham 2-8900	William Goodheart
	Cleveland	Union Commerce Bldg. Cherry 6010	D'Arv Barton
	Dallas	Tower Petroleum Bldg. 2-1448	Norman Steppe
	San Francisco	111 Sutter St. Exbrook 8922	Lyle Thayer
	Beverly Hills, Cal.	9370 Burton Way Woodbury 6-3211	Taft F. Schreiber
	Atlanta	Rhodes-Haverty Bldg. Main 4770	George Walker
	Detroit	Michigan Bldg. Cadillac 4312	Merle Jacobs
	London, England	16 Old Bond St., W-1 Regent 6505	Earl Bailey
NBC Artists Service	New York	30 Rockefeller Plaza Circle 7-8300	George Engles
	Chicago	Merchandise Mart Superior 8300	James L. Stirton
	Hollywood	Sunset Blvd.&Vine St. Hollywood 6161	Alex Robb
North & Flaum	New York	1564 Broadway Bryant 9-8667	Meyer B. North
Phillips-Roberts, Inc.	New York	565 Fifth Ave. Plaza 8-2650	Edythe Phillips
The Roth Agency	New York	1619 Broadway Circle 7-8220	Fred Robbins
Rubinoff Orchestras	New York	1501 Broadway Lackawanna 4-7147	Phil Rubinoff
Myron Selznick, Ltd.	New York	630 Fifth Ave. Circle 7-6201	....
	Beverly Hills, Cal.	9700 Wilshire Blvd. Crestview 1-9171	Myron Selznick
	London, England	7 & 9 St. James St. Whitehall 9654	Harry Ham
Max Shagrin Agency	Hollywood	6253 Hollywood Blvd. Granite 5171	Max Shagrin
Louis Shurr	New York	1501 Broadway Chickering 4-8240	Louis Shurr
The Small Co.	Hollywood	8272 Sunset Blvd. Hollywood 2722	Reuben Smolen
Ken Soble Artists Bureau	Toronto, Ont.	Hermant Bldg. Adelaide 0181	Jack M. Sasley
Henry Souvaine, Inc.	New York	30 Rockefeller Plaza Circle 7-5666	Henry Souvaine
Douglas F. Storer	New York	1270 Sixth Ave. Circle 7-1150	Douglas F. Storer
H. N. Swanson, Inc.	Hollywood	8523 Sunset Blvd. Crestview 1-5115	Robert D. Lewis
Tyro Productions, Inc.	New York	1697 Broadway Columbus 5-3737	Lou Goldberg
Rudy Vallee Orchestra Units Corp.	New York	9 Rockefeller Plaza Circle 7-2620	Lester Laden
A. George Volck, Inc.	Beverly Hills, Cal.	California Bank Bldg. Oxford 3121	Frances L. Inglis
WFAA Artists Service	Dallas	Baker Hotel 7-9631	Martin Campbell
Roger White Artist Bureau	New York	RKO Bldg. Circle 7-4943	Roger White
WHN Artist Bureau	New York	1540 Broadway Bryant 9-7800	Leo Cohen
Wilson, Powell & Hayward, Inc.	New York	444 Madison Ave. Plaza 5-5480	James V. Peppe
WLS Artists Bureau	Chicago	1230 Washington Blvd. Haymarket 7500	George R. Ferguson
WMCA Artists Bureau	New York	1657 Broadway Circle 6-2200	Ed. W. Scheuing Charles S. Wilshin
WNEW Artist Bureau	New York	501 Madison Ave. Plaza 3-3300	Bill McGrath
Wolf Associates, Inc.	New York	RKO Bldg. Columbus 5-1621	Ed Wolf
	Hollywood	6912 Hollywood Blvd. Gladstone 0676	L. Wolfe Gilbert
WOR Program Service	New York	1440 Broadway Pennsylvania 6-8383	Nathan M. Abramson
Yankee Network Artists Bureau	Boston	23 Brookline Ave. Commonwealth 0800	Van Sheldon

THE O'NEILLS
Fifth Year for Procter & Gamble
Through Compton Advertising

MARY SMALL
Radio's outstanding young popular singing star on the *Ben Bernie Half and Half* program.

HILLTOP HOUSE
Third Year for Colgate-Palmolive-Peet
Through Benton & Bowles

PICK & PAT
On the *National Barn Dance* for Alka-Seltzer. Available for other programs.

Presentations of

WOLF ASSOCIATES • RKO Building • Radio City • N. Y. C.

— AVAILABLE —

HER HONOR NANCY JAMES
A proven, five-a-week script series—40 weeks for Kleenex—now available for new sponsorship.

THE MATINEE PLAYHOUSE
A new idea that brings the biggest hits of Literature, Movies and Stage to five-a-week radio.

3 JUVENILE HITS
The Rover Boys, Nancy Drew, Detective, "Hopalong" Cassidy. Clean, wholesome action, thrills and fun . . . with the approval and support of parents, teachers and the clergy.

FUN WITH THE FAMOUS . . . *The biggest names in Radio, Stage and Screen, the arts, and industry let their hair down for thirty minutes of fun at their own expense. . . . A tested success on N.B.C. Acclaimed by the press as Radio's outstanding novelty program.*

CHARADE PARADE . . . A Brand New Audience Participation Show . . . interesting, intriguing, swell entertainment for young and old alike.

Protection of Radio Program Ideas —*By Stuart Sprague*[*]

[Revised to January 1, 1940]

THE only sure method of protecting a radio program idea is to divulge it to no one. Even then the same idea may be conceived quite independently by another, because no one person has a monopoly on thought. It is at once apparent that this method, although sound theoretically, is valueless in practice, because the creator is unable to realize any profit from an idea unless it is put to use, which cannot be done without divulging it. In disclosing it, he should protect himself as much as he can.

As most radio program ideas will require dramatization before they can be broadcast, it is advisable for the idea man to put his thoughts into radio script form. If he himself cannot do this, he should engage an experienced radio writer for the work on some suitable written profit-sharing arrangement signed by both parties. Preferably, such an agreement should put the ownership of all rights in the idea man, so that only he can sell the material.

Aside from the better protection afforded, which will be discussed later, a practical sales advantage is to be gained. Many networks, stations, advertisers and agencies which will not listen to just an idea will consider finished radio scripts. A copy should be kept because the submitted script might be lost; in fact, many companies insist upon this protection for the author because of having had experience with persons who claimed to have submitted manuscripts which were never received or were lost.

Can a mere idea be copyrighted? No! However, if the idea is expressed in a radio script consisting of dramatic or dramatico-musical material or in a lecture, sermon or address, the Copyright Office will issue a certificate of registration upon the deposit of one copy with an application for registration and a $1 fee. The copyright gives the owner no exclusive rights to use the title of the script or to the ideas expressed, although the use of certain titles can be enjoined if by reason of extensive use they have acquired a special meaning to the public.

It does give him exclusive rights as to his manner of expressing the ideas and no one can thereafter broadcast, perform or copy the script without his permission. The advantages of registration are (1) *prima facie* proof of authorship (2) proof that the work was created not later than the date of registration, (3) statutory damages and counsel fees allowable in case of infringement, and (4) psychological effect of the term "copyright" on the public and on potential or actual infringers.

It should be stated that it is not legally necessary to copyright radio scripts as they are protected by our common law until such times as copies are made for publication or sale. Public performance does not amount to publication. The advantages of this common law protection are (1) perpetual term until publication, (2) no registration formalities, (3) protection even if not in dramatic or lecture form and (4) no expense. In practice, only a small percentage of radio scripts broadcast are copyrighted, due, no doubt, to the expense and trouble of copyrighting.

Some believe that certain rights can be secured in a plan, idea or script merely by mailing it in a postpaid sealed envelope addressed to the sender or some responsible third party, the receiving party keeping the package unopened. In the writer's opinion, all that can be said for this protection scheme is that it furnishes some evidence that the idea, plan or script was conceived or written not later than the postmark date. It creates no rights that the creator of the idea would not otherwise possess. A sworn affidavit of the creator to the script or idea with a county clerk's certificate affixed (to disprove any contention that the affidavit was dated back) would seem equally effective. The important thing to bear in mind is that the rights of the parties are established by the negotiations with the prospective purchaser rather than by the affidavit or the mailing of the idea or plan.

Should the originator of a program idea or plan submit it to a station or an advertiser without having placed it in some literary form, he cannot object to its use unless he has a contract. The contract may be verbal and in some instances its terms need not even have been discussed, the courts implying a contract where the circumstances indicate that the idea man had no intention of making a gift of the idea for the commercial advantage of the other party. The jury may decide on the facts of the case to award a reasonable sum to the plaintiff; an award equal to all of defendant's profits would be excessive.

On the other hand, they may conclude that the idea was not original or that the plaintiff had no intention of securing financial compensation when he submitted it or that the defendant made no use of the idea, or that the plaintiff gave the defendant full discretion as to what, if anything, should be paid for the use of the idea, in any of which cases no recovery should be allowed.

If a program idea is submitted, both the party submitting it and the party to whom it is submitted should want it expressed in writing. Then neither party could later be confronted with the contention that the program idea was quite different from that actually submitted.

Occasionally originators of sales or program ideas have been known to submit a formal contract requiring the payment of a percentage of increased sales and to insist upon the contract being signed before divulging any details. If one were looking for the best way of killing off a prospect, this would be it. No sane advertiser could be expected to put his name to a contract that might tie his hands from using similar ideas created by his own advertising department or by other idea men.

Because of a number of court decisions allowing recoveries for the alleged use of slogans or plans, many advertising agencies have devised a form of protection against unfounded suits—a document which they require the idea man to sign. A person might hestitate to sign this form because it seems to make the agency the sole arbiter as to whether the idea is original or not and what price should be paid. However, if the agency has a reputation for fair dealing, he should rely on it and sign the agreement because no reputable agency could afford to jeopardize its good name by using an idea without paying the originator.

Various courts have held that a contract to pay for the use of an idea lacking originality is unenforceable. There are decisions that an idea for increasing profits by merely raising the price of the article sold lacked novelty and that an idea of rearranging the weight of an automobile to equalize the strain upon the springs lacked novelty. Courts have held that a plan for insurance sales could be used by the company to which it was submitted, as no steps had been taken to protect the plan from escape or disclosure; that a slogan submitted to and claimed to have been used by a department store justified a jury verdict for the idea man; that the submission of ideas or plans to an agency on a speculative basis, the agency submitting them to an advertiser, who, however, did not use them, justified a verdict against the agency for the value of services performed at the agency's request on the theory that the prestige of the agency was enhanced in the eyes of the advertiser; that when an advertiser agreed to consider an idea only on the understanding that the use to be made of it and the price, if any, to be paid for it, were to rest solely in the advertiser's discretion there could be no recovery for the use of the idea thus submitted as the creator relied solely upon the good faith and sense of fairness of the advertiser in paying for the idea; that an agency which creates an advertising plan for a client, but which is unable to reap its benefits because the client engages a different agency to use the plan, is entitled to a verdict.

Recently the courts have decided the following additional cases. A plaintiff failed to prove originality of an idea and that he originated and submitted the idea for the March of Time motion picture newsreels and, therefore, his case was dismissed at the trial. A plan for cardboard reproductions of Charlie McCarthy as "give aways" in exchange for coupons contained in coffee cartons was held lacking in originality as an idea and, becaused based on the dummy created and owned, not by plaintiff, but by Bergen, made famous by defendant's radio broadcasts, no action of any kind could be maintained to secure compensation for the use of the plan. In another instance a plaintiff's verdict was set aside and a new trial ordered because of failure to prove that the idea submitted to the advertising agency induced the tobacco advertiser to entrust its advertising campaign to the agency or that the idea was drawn to the attention of, or, embodied in advertising approved by, the advertiser. In another tobacco case, the Court refused plaintiff a recovery on a plan claimed to have been submitted directly to the advertiser, the Court finding that the idea was not original. In another case, a plaintiff secured a jury verdict based on an alleged implied contract and conversion of a plan for a "touring telegram", a special type of telegraph message.

It is evident from the decisions handed down thus far that the law furnishes a remedy in situations in which the idea is original and is submitted and used under conditions which make some compensation not only expected but also virtually necessary. However, since the law always favors the diligent, persons who put their ideas into the most tangible form possible and who protect them as suggested in this article are more apt to meet with success in both negotiation and litigation than persons who have mere intangible ideas or plans.

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[*] Partner since 1936 in the law firm Crawford & Sprague, New York; special counsel for National Committee of Independent Broadcasters in 1938, American Federation of Musicians negotiations, and for NAB in various copyright matters; associate counsel NBC previous seven years and in important cases of *Kreymborg* v. *Durante, Uproar* v. *NBC & Texas Co., etc.*; with New York law firm Hunt, Hill & Betts prior to 1929; graduate of New York University Law School; member New York Advertising Club, Association of Bar of City of New York, American Bar Association, New York County Lawyers Association, Federal Communications Bar Association; author of "Freedom of the Air", *Air Law Review*.

LEADING THE FIELD IN PROGRAM IDEAS FOR FIVE YEARS

STAR RADIO PROGRAMS INC.

America's Leading Script Service

Write For FREE Catalogue and Sales Brochure

250 PARK AVENUE - Phone: Plaza 3-4991 - NEW YORK CITY

IN NEW YORK

HOTEL

McALPIN

"A Great Hotel"

IS NEAR TO

BUSINESS CENTERS
Empire State Building ½ block away.

ENTERTAINMENT CENTERS
3 Minutes to Times Square.

SHOPPING AREA
In the vicinity of the city's largest department stores.

1 BLOCK FROM PENNSYLVANIA R. R. STATION
7 MINUTES TO GRAND CENTRAL TERMINAL
B. & O. MOTOR COACHES STOP AT OUR DOOR

•

FROM $3.00 A DAY, SINGLE • *FROM* $4.50 DOUBLE
LARGE, BRIGHT ROOMS, NEWLY FURNISHED!
NEWLY DECORATED! EACH WITH PRIVATE BATH!

•

CONVENIENT TO BROADCASTING OFFICES

•

HOTEL
McALPIN

BROADWAY AT 34th STREET, NEW YORK

Under KNOTT Management JOHN J. WOELFLE, *Manager*

Calendar of Events

(Continued from page 30)

OCTOBER

Flower—Dahlia, hops; Birthstone—Opal, tourmaline, beryl.

1 Moving Day in many cities; opening of Girl Scout winter camps; Missouri Day (celebrated in state's schools).
3 Rosh Hashanah (1st day) Jewish New Year.
4—Rosh Hashanah (2nd day); †Rodeo at Madison Square Garden, Oct. 4-29.
5 Loyalty Days, Oct. 5-6.
6 Loyalty Day; Fire Prevention Week, Oct. 6-12.
7—†National Business Women's Week, Oct. 7-12; National Donut Week, Oct. 7-12; first U. S. railroad, 1826.
9—Chicago Fire, Oct. 9-11, 1871; Canadian Thanksgiving Day.
12—Columbus Day (celebrating discovery of America, 1492); Yom Kippur (Day of Atonement) Jewish holiday.
13—National Candy Week, Oct. 13-19.
14—William Penn born 1644.
16—U. S. Mint established in Philadelphia, 1786.
19—Sweetest Day last day of Candy Week.
20—†National Pharmacy week, Oct. 20-26.
21—National Retail Grocers' Week, Oct. 21-26; †Better Parenthood Week, Oct. 21-27; National Business Show in New York, Oct. 21-26.
27 Girl Scout Week, Oct. 27-Nov. 2; Navy Day; Theodore Roosevelt born 1858; first World War shot fired by American troops 1917.
28 Statue of Liberty unveiled on Bedloe's Island, 1886; anniversary of freedom of U. S. press, 1733.
30 Nevada admitted to Union, 1864.
31 Hallowe'en; National Apple Week, Oct. 31-Nov. 6; birthday of Juliette Low, founder of Girl Scouts.

NOVEMBER

Flower—Chrysanthemum; Birthstone—Topaz.

1—All Saints' Day (Parochial schools close); National Author's Day; National Art Week, Nov. 1-7.
2—‡National Horse Show, Nov. 2-9; North and South Dakota joined Union, 1889.
5—Election Day; Official Speech Week, Nov. 5-10.
8 Montana joined Union, 1889.
10 †Book Week, Nov. 10-16; Father-and-Son Week, Nov. 10-16; American Education Week Nov. 10-16; †Hockey season opens.
11 Armistice Day, ending of World War, 1918; Washington joined Union, 1889; Red Cross Week, Nov. 11-21.
13 Robert Louis Stevenson born 1850.
16 Oklahoma entered Union, 1907; Russia recognized by United States, 1933.
18 Congress adopted Standard Time in 1883.
19 Lincoln's Gettysburg Address, 1863.
21 Thanksgiving Day by Presidential Proclamation; Hobby Week, Nov. 21-28; North Carolina joined Union 1789.
23 U. S. Patent System established 1836.
28 Thanksgiving Day in some states; Christmas Seal Campaign, Nov. 28 to Dec. 25; first U. S. Government Post Office, 1783.
29 Louisa May Alcott, author of "Little Women" born 1832.

DECEMBER

Flower—Holly, poinsettia; Birthstone—Turquoise, ruby, lapis, lazuli, bloodstone.

1 National Prosperity Week, Dec. 1-7.
2 †Ice Follies, open in New York.
3 Illinois admitted to Union, 1818.
4 Thomas Carlyle born 1795.
5 18th Amendment repealed 1933.
7—†College basketball season opens; Delaware joined Union, 1787.
8 International Golden Rule Week, Dec. 8-15; Feast of Immaculate Conception.
10 Mississippi joined Union, 1817.
11 Indiana admitted to Union, 1816.
12 Pennsylvania joined Union, 1787.
14 Alabama joined Union, 1819.
15 Federal Income Tax, last payment.
16 Boston Tea Party 1773; Beethoven, composer, born 1770.
17—John Greenleaf Whittier born 1807; Wilbur Wright's first flight, 1903.
18—New Jersey entered Union, 1787.
21 Winter begins today; Forefather's Day landing of Pilgrims in 1620 (celebrated mostly in New England).
25 Christmas Day.
28 Iowa admitted to Union, 1846.
29 Texas admitted to Union, 1845.
31 New Year's Eve.

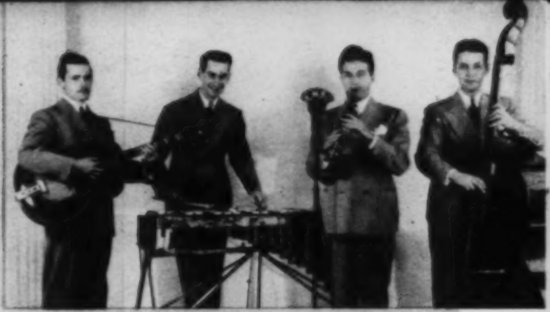
Air Features
INCORPORATED

* * *

* * *

247 PARK AVENUE
NEW YORK, N. Y.

Prairie Pioneers


Midland Minstrels

Rhythm Riders

Kit and Kay

Colorado Pete

Ezra Hawkins and Aunt Fay

Bonnie King

Hiram Higsby

Santa Fe Slim

SHOWMANSHIP IN SERVICE

That means listeners and sales!

To the Man About to Spend Money on radio, it's mightily important to know that in Kansas City there's a station that gives service like this: 27 staff people appearing on KMBC Daily Farm Programs, with a nationally known farm personality as Director of Farm Service . . . 375 solid hours of play-by-play sports within a year . . . an exclusive full-time news editor, veteran of more than a dozen successful sponsorships . . . an exclusive full-time home economics director who is ninety per cent commercial the year 'round! We've got two and a third million listeners by the ears now—all you have to do is chime in!

FREE & PETERS, Nat'l Reps.

Bud and Spud

★KMBC

Caroline Ellis, author and star of "Caroline's Golden Store" on CBS for General Mills Gold Medal Flour.

Fran Heyser, KMBC producer in charge of "Caroline's Golden Store"; available for other productions in Chicago.

"PHENOMENON, Electrifying History," world's most romantic adventure story, load-builder for power and light industry. 65 episodes transcribed; written and produced by KMBC staff members.

Texas Rangers, radio's most versatile musical-dramatic organization featuring more than 20 instruments. More than two years on CBS coast-to-coast; three 1939 movies now showing throughout the country. Available network or transcriptions. Personal management Harry Singer, CBS, Hollywood.

"Life on Red Horse Ranch" with music by the Texas Rangers. Transcribed music-dramatic series with two successful sponsorships behind it. 65 episodes a sure bet for the all-family audience

KMBC
BRUSH CREEK
FOLLIES

BRUSH CREEK FOLLIES, KMBC's big barn dance program originated coast-to-coast on CBS Saturday afternoons from Kansas City.

VARIETY 1939

Showmanship Plaque as Program Originating Station for these Arthur B. Church Productions

Arthur B. Church, President and Founder of KMBC, director of Arthur B. Church Productions.

Kansas City Philharmonic Orchestra, originated to CBS from Kansas City, dramatizing high quality of KMBC musical productions.

Margaret and Gordon Munro—"Across The Breakfast Table," early morning show that steals the audience for the sales story of any product the family buys.

It takes foresight — and a stern middle — to maintain a talent and production staff of 47 (no, that doesn't include staff announcers). But Variety's 1939 award proves we know what it takes to build big time radio personalities and programs. Here are several — developed at KMBC — who have done outstanding jobs for national advertisers. Some of them are currently available on network or transcriptions. Call or write one of the offices indicated below — you'll hear something, brother!

COLUMBIA ARTISTS, Inc.
485 Madison Ave.
Wickersham 2-2000
New York City

GEORGE E. HALLEY
400 Deming Place
Diversey 4400
Chicago

ARTHUR B. CHURCH
KMBC—Pickwick Hotel
Harrison 2650
Kansas City, Mo.

COLUMBIA MANAGEMENT
Inc.
Columbia Square
Hollywood 2484
Hollywood, Calif.

HARRY SINGER
Personal Manager
The Texas Rangers
CBS—Columbia Square
Hollywood

Directory of
BROADCASTING STATIONS OF THE UNITED STATES

**—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. STN—Shares Time Night. SH—Specified Hours. SHN—Specified Hours Night.*
LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization. U—Unlimited. CP—Construction Permit Issued.
(Data corrected to January 15, 1940)

ALABAMA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Numbers	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
ANNISTON	WHMA	1420	250	Harry M. Ayers WHMA Bldg. 2380	....	Harry M. Ayers John S. Pitts A. Lynne Brannen	Harold Russey Edwin Mullinax Vernon Story	....
BIRMINGHAM	WAPI	1140	5,000	Voice of Alabama Inc. Protective Life Bldg. 3-8116	CBS	Thad Holt Thad Holt Thad Holt	Lionel Baxter .... N. S. Hurley	Radio Sales
	WBRC	930	5,000-LS 1,000-N	Birmingham Bcstg. Co. Inc. Bankhead Hotel 3-9293	NBC-Red	K. G. Marshall J. C. Bell K. G. Marshall	Herbert C. Grieb .... J. C. Bell	Raymer
	WSGN	1310	250-LS 100-N	Birmingham News Co. Tutwiler Hotel 4-3434	NBC-Blue Alabama	Victor H. Hanson Henry P. Johnston Henry P. Johnston	Robert McRaney Carl Cannon Paul B. Cram	Headley-Reed
DECATUR	WMSL	1370	250	Tennessee Valley Bcstg. Co. Inc. Mutual Life Insurance Bldg. 802	Alabama	M. K. Vickrey Ted R. Woodward R. H. Albright	Kenneth Vance Ted R. Woodward Ted Jeffries	Forioe Headley-Reed
DOTHAN	WAGF	1370	250-D	Dothan Broadcasting Co. 204½ E. Main St. 1430	....	Partnership Julian C. Smith Fred C. Moseley	Samuel Hall Art Creamer John T. Hubbard	Burn-Smith
GADSDEN	WJBY	1210	250	Gadsden Broadcasting Co. Inc. 108 Broad St. 8862	Alabama	B. H. Hopson B. H. Hopson J. W. Buttram	B. T. Benton Sam Benton William Pigg	Sears & Ayer
HUNTSVILLE	WBHP	1200	100	Wilton Harvey Pollard 318 W. Clinton St. 313	....	W. H. Pollard W. H. Pollard W. H. Pollard	John Garrison .... Maurice McKinney	....
MOBILE	WALA	1380	1,000	Pape Broadcasting Co. 106 St. Joseph St. Dexter 5893	NBC	W. O. Pape W. O. Pape {J. H. Hunt Jr. H. K. Martin	Jack Bridges .... R. M. Cole	Perry
	WMOB	1200	100-D	S. B. Quigley P. O. Box 235	....	S. B. Quigley S. B. Quigley Richard Kingston	....	....
NTGOMERY	WCOV	1210	100	Capital Broadcasting Co. Inc. 2 Montgomery St. Cedar 3301	....	G. W. Covington Jr. G. W. Covington Jr. R. B. Raney	Weston E. Britt John C. Hughes John A. Thompson	Stewart
	WSFA	1410	1,000-D 500-N	Montgomery Bcstg. Co. Jefferson Davis Hotel Cedar 5880	CBS Alabama	Howard E. Pill Howard E. Pill John B. DeMotte	Caldwell Stewart Howard E. Pill Paul B. Duncan	Headley-Reed
USCLE SHOALS CITY	WMSD	1420	250	Muscle Shoals Bcstg. Corp. Box 688, Sheffield, Ala. 181	....	Dr. E. L. Chapman Joe Van Sandt Joe Van Sandt	James Connally Joe Van Sandt Virgil Sanderson	Burn-Smith
SELMA	WHBB	1500	100	Selma Broadcasting Co. Inc. 209 Washington 1233	....	B. H. Hopson Julien Smith Jr. Julien Smith Jr.	Fred Le Mieux .... John Yarns	....
TUSCALOOSA	WJRD	1200	100-LS 250-N	James R. Doss Jr. First National Bank Bldg. 1401	Alabama	James R. Doss Jr. J. L. Doss J. Ed. Reynolds	Wilhelmina Quarles J. L. Doss Fred L. James	Headley-Reed

ARIZONA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Numbers	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
GLOBE	KWJB	1210	250	Sims Broadcasting Co. P. O. Box 905 41	Arizona ABC	Bartley Sims Bartley Sims Vester Sansing	Bartley Sims .... Howard Seitz	Raymer
JEROME	KCRJ	1310	250	Central Arizona Bcstg. Co. 711 Main St. 88	Arizona ABC	Mrs. Della Stuart Howard Kuhn	.... D. E. Towne	Raymer
LOWELL	KSUN	1200	250	Copper Electric Co. Lowell Sta., Bisbee Bisbee 9	Arizona	James S. Maffeo Carleton W. Morris Carleton W. Morris	Mary Ellen Bergman Harmon A. Bergman David C. Karbach	Blair
PHOENIX	KOY	1390	1,000	Salt River Valley Bcstg. Co. 838 N. Central Ave. 4-4144	CBS Arizona	Burridge D. Butler Fred A. Palmer Lou Kroeck	Jack Williams Gordon Wiggin Robert Thompson	Blair
	KTAR	620	1,000	KTAR Broadcasting Co. Heard Bdg. 4-4161	NBC Arizona ABC	Sam Kahan Dick Lewis J. R. Heath	J. Howard Pyle K. M. Pennington Arthur C. Anderson	Raymer
PRESCOTT	KYCA (Construction permit)	1500	250-LS 100-N	Southwest Broadcasting Co. Prescott	....	Albert Stetson Les Mawhinney Les Mawhinney	....	....
SAFFORD	KGLU	1420	250	Gila Broadcasting Co. Sixth Ave. & Relation St. 15	....	Louis F. Long John Merino John Merino	Beatrice Merino Lester MacBride Paul Merrill	Cox & Tanz
TUSCON	KTUC	1370	250	Tucson Motor Service Co. Sixth Ave. & 12th St. 5800	CBS Arizona	Frank Z. Howe Dow Ben Roush Dow Ben Roush	Dick Johnson Gertrude Dossenbach Cliff Livingston	Blair McGillvra
	KVOA	1260	1,000	Arizona Broadcasting Co. Inc. 48 E. Broadway 3703	NBC Arizonia ABC	R. B. Williams R. B. Williams S. H. Schaeffer	Andrew White .... Leonard L. Nalley	Raymer
YUMA	KUMA	1420-SH	100	Dr. A. H. Schermann Lee Hotel 88	Arizona ABC	Dr. A. H. Schermann G. E. Akers E. N. Sturdivant	Irene Belzer .... G. L. Fisher	Raymer
	KYUM (Construction permit)	1210	250-LS 100-N	Yuma Broadcasting Co. First National Bank Bldg. 470	Arizona ABC	John H. Huber	....	Raymer

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

**— Non-Commercial Station. D—Day. N—Night. ST—Shares Time. STN—Shares Time Night. SH—Specified Hours. SHN—Specified Hours Night.*
LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization. U—Unlimited. CP—Construction Permit Issued.
(Data corrected to January 15, 1940)

ARKANSAS

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Numbers	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
BLYTHEVILLE	KLCN	1290	100-D	Fred O. Grimwood 218 W. Walnut St. 1000	....	Fred O. Grimwood Fred O. Grimwood Algie Biship	Cleo Garner Harold Sudbury Joe Harrington	....
EL DORADO	KELD	1370	250	Radio Enterprises Inc. Exchange Bldg. 1314	Arkansas	R. E. Meinert F. E. Bolls F. E. Bolls	Rodney Smith Roger Laux Carl M. Wilson	McGillvra
FORT SMITH	KFPW	1370	250	Southwestern Hotel Co. Goldman Hotel 7069	Arkansas	John A. England Dorothy Gibson J. A. Barry	Dorothy Gibson C. H. Miller Duane W. Hoisington	....
HOT SPRINGS	KTHS	1040†	10,000	Chamber of Commerce 135 Benton St. 1160	NBC-Blue	S. A. Kemp John I. Prosser Edward C. Appler	Ewald Kockritz Ewald Kockritz Clinton Norman	Blair
	KWFC (Construction permit)	1310	250-LS 100-N	Hot Springs Broadcasting Co. Hot Springs	.....	{Clyde E. Wilson {Howard A. Schuman Howard A. Schuman	....	....
JONESBORO	KBTM	1200	250-LS 100-N	Regional Broadcasting Co. 104½ W. Washington 433	Arkansas	Jay P. Beard Jay P. Beard Jay P. Beard	Ottis Roush Clarance Adams J. C. Warren	....
LITTLE ROCK	KARK	890	1,000	Arkansas Radio & Equip. Co. Inc. 212 Center St. 2-1841	NBC-Red Arkansas Tri-State	Col. T. E. Barton G. E. Zimmerman C. K. Beaver	Jack Lewis C. K. Beaver Dan L. Winn	Petry
	KGHI	1200	250	Arkansas Broadcasting Co. Gazette Bldg. 9166	....	A. L. Chilton R. G Terrill Bob Buice	Jimmy Woodward Bob Buice V. O. Van Dusen	....
	KLRA	1390	5,000-LS 1,000-N	Arkansas Broadcasting Co. Gazette Bldg. 5427	CBS	A. L. Chilton S. C. Vinsonhaler Ray Lang	Alleene Ables P. E. Denton K. F. Tracy	Katz
PINE BLUFF	KOTN	1500	100	Universal Broadcasting Corp. 505½ Main St. 721	Arkansas	James A. Noe B. J. Parrish R. W. Etter	Frederica Whitworth R. W. Etter J. R. Whitworth	....
SILOAM SPRINGS	KUOA	1260	5,000-D	KUOA Inc. Siloam Springs 77	Arkansas	John E. Brown Storm Whaley Storm Whaley	Leslie Wright .... J. L. Miller	Furgason & Walker
TEXARKANA	KCMC	1420	250	**(See Texarkana, Tex.)**				

† KTHS holds special experimental authorization to operate simultaneously daytime and specified hours night with WBAL, Baltimore on 1060 kc.

CALIFORNIA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Numbers	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
BAKERSFIELD	KERN	1370 CP-1380	100 CP-1,000	McClatchy Broadcasting Co. Elks Bldg. 5-700	NBC California	Guy C. Hamilton Robert L. Stoddard Robert L. Stoddard	.... Walter Baziuk Verne Shatto	Raymer
	KPMC	1550	1,000	Pioneer Mercantile Co. 1526 20th St. 4500	MBS Don Lee	F. G. R. Schamblin L. A. Schamblin L. A. Schamblin	.... H. Carlock L. P. Jarvis	Blair
BERKELEY	KRE	1370	250	Central Calif. Broadcasters Inc. 601 Ashby Ave. Ashberry 7713	....	Arthur Westlund Arthur Westlund Don Hambly	Don Hambly Don Hambly James Moore	....
CHICO	KHSL	1260	250-U CP-1,000-LS CP-500-N	Golden Empire Bcstg. Co. 2nd & Flume Sts. 237	MBS Don Lee	Horace Thomas M. F. Woodling Earl Wright	Neil McIntyre .... Morton Weibers	Blair
EL CENTRO	KXO	1500	100	E. R. Irey & F. M. Bowles Main St.	MBS Don Lee	....	....	Biddick
EUREKA	KIEM	1450	1,000-LS 500-N	Redwood Broadcasting Co. Inc. Vance Hotel 93	MBS Don Lee	Wm. B. Smullin Wm. B. Smullin Wm. B. Smullin	Dean Metcalf Hugh Gilmore {Alvor Olson {Chas. Baker	Blair
FRESNO	KARM	1310	250	George Harm 1333 Van Ness Ave. 2-4151	CBS	George Harm Estate Lou Keplinger Lou Keplinger	Dick Wegener .... John Scales	Biddick McGillvra Weed
	KMJ	580	1,000 CP-5,000-LS	McClatchy Broadcasting Co. Bee Bldg. 3-6277	NBC-Red California	Guy C. Hamilton Keith B. Collins Keith B. Collins	Frank Wilbur Frank Wilbur Irvin E. Dickinson	Raymer
GLENDALE	KIEV	850	250-D	Cannon System Ltd. 701 E. Broadway Chapman 52399	....	{David H. Cannon {Reed E. Callister L. W. Peters L. W. Peters	Wally McLain .... George Neff	....
LONG BEACH	KFOX	1250	1,000	Nichols & Warinner Inc. 220 E. Anaheim St. 672-81	California	Hal G. Nichols Hal G. Nichols Lawrence W. McDowell	Hal G. Nichols John T. Hughes Lawrence W. McDowell	....
	KGER	1360	1,000	Consolidated Bcstg. Corp. Ltd. 435 Pine Ave. 660-41	....	C. Merwin Dobyns C. Merwin Dobyns John A. Dobyns	Helene Smith Lee Wynne Jay Tapp	Wilson
LOS ANGELES	KECA	780	5,000-LS 1,000-N	Earle C. Anthony Inc. 141 N. Vermont Ave. Fairfax 2121	NBC-Blue	Earle C. Anthony Harrison Holliway Clyde Scott	Glan T. Heisch Dave Nowinson {Curtis W. Mason {H. L. Blatterman	Free & Peters
	KFAC	1300	1,000	Los Angeles Bcstg. Co. Inc. 645 S. Mariposa Fitzroy 1231	....	E. L. Cord Calvin J. Smith Charles T. Hughes	R. Van Des Antels .... H. W. Anderson	....
	KFI	640	50,000	Earle C. Anthony Inc. 141 N. Vermont Ave. Fairfax 2121	NBC-Red	Earle C. Anthony Harrison Holliway Clyde Scott	Glan T. Heisch Dave Nowinson {Curtis W. Mason {H. L. Blatterman	Petry

Yours for the asking
THE BILLION DOLLAR -
SOUTHERN CALIFORNIA
"Buy Minded"
MARKET

In 1940 the NBC Blue Network station in Los Angeles will claim more and more of the audience.

KECA with its new spot on the dial, with new programs, both local and national, with an ever increasing audience,

With the present low rates still in effect,

You'd better sign today with KECA.

With 50,000 watts of far reaching power,

With NBC Red Network programs and local commercials . . . the greatest line-up in KFI's history,

With the southland's leading station topping all popularity surveys,

KFI is DOMINANT in this "buy-minded try-minded" third major market.

YOUR CHOICE OF TWO LOS ANGELES NBC STATIONS TO FIT YOUR BUDGET

780
KECA
NBC BLUE NETWORK
5000 watts day
1000 watts night

Owned and Operated by
Earle C. Anthony, Inc.
LOS ANGELES, CALIFORNIA

640
KFI
NBC RED NETWORK
50,000 watts
clear channel

FREE & PETERS, Inc.
KECA National Sales Representative

EDWARD PETRY & CO.
KFI National Sales Representative

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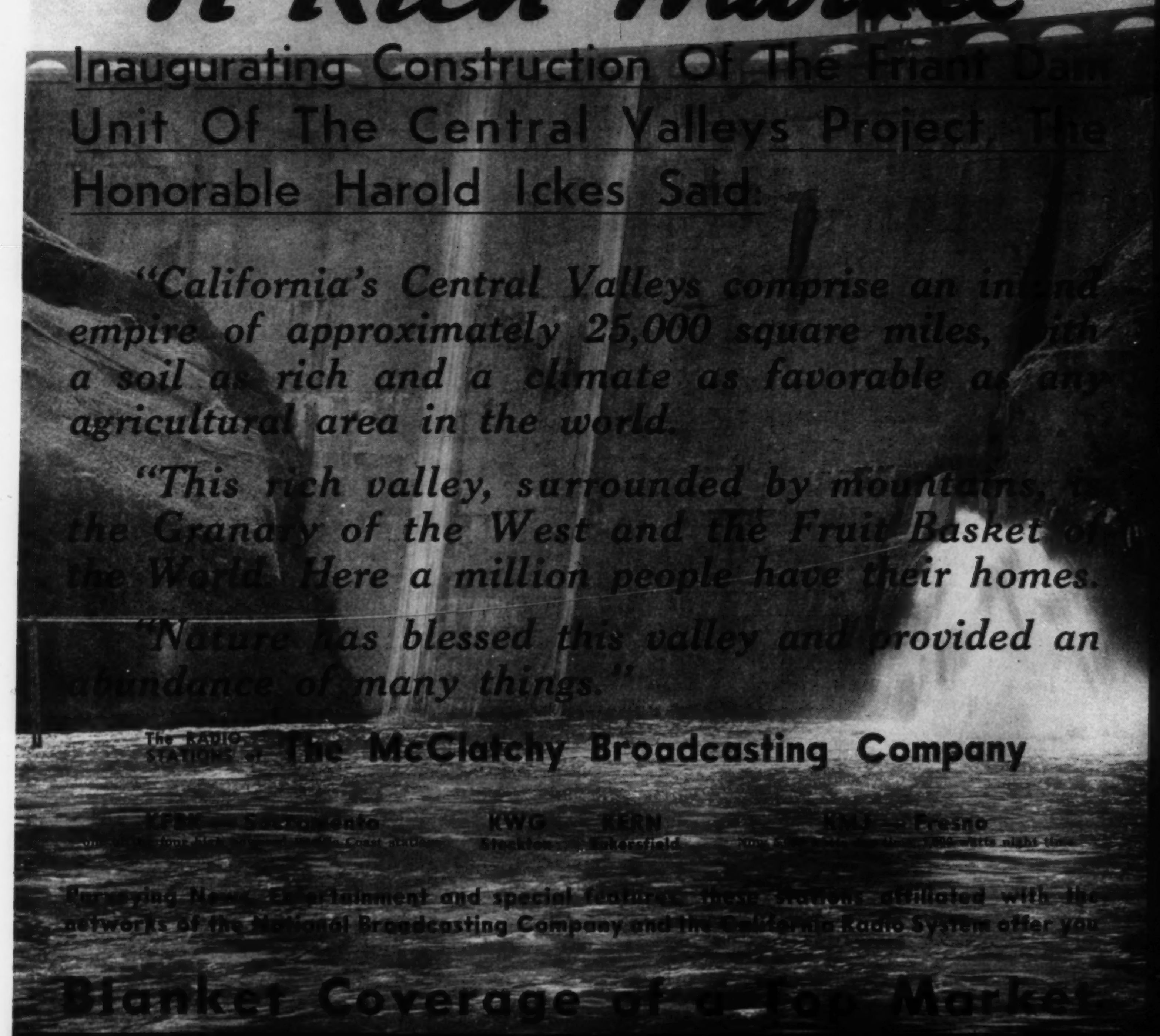
(Data corrected to January 15, 1940)

CALIFORNIA—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Numbers	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
LOS ANGELES ..... (Continued)	*KFSG	1120 ST-KRKD	2.500-LS 1.000-N	Echo Park Evangelistic Assn. 1100 Glendale Blvd. Exposition 1141	....	Aimee Semple McPherson Dr. Giles N. Knight	Phil Kerr .... Myon E. Kluge	....
	KFVD	1000 L-WHO	1.000	Standard Broadcasting Co. 338 S. Western Ave. Drexel 2391	....	Frank Burke Frank Burke F. J. Smalley Jr.	Howard Gray .... John Smithson	....
	KFWB	950	5.000	Warner Bros. Bcstg. Corp. 5833 Fernwood Ave. Hempstead 5151	California	Jack L. Warner Harry Maizlish Jack O. Gross	Manning Ostroff William Ray Harry Myers	Raymer
	KGFJ	1200	100	Ben S. McGlashan 1417 S. Figueroa St. Prospect 2434	....	Ben S. McGlashan Ben S. McGlashan H. Duke Hancock	Thelma Kirchner H. Duke Hancock H. Duke Hancock	Cox& Tanz
	KHJ	900	5,000-LS 1,000-N	Don Lee Bcstg. System 1076 W. Seventh St. Vandyke 7111	MBS Don Lee	Thomas S. Lee Lewis Allen Weiss Wilbur Eickelberg	Van C. Newkirk .... Frank Kennedy	Blair
	KMPC (Beverly Hills)	710 L-WOR	5,000-LS 1,000-N	KMPC, The Station of the Stars Inc. 9631 Wilshire Blvd. Oxford 6211	CBS	G. A. Richards Leo B. Tyson Leo B. Tyson	Arthur Faust Richard Clark Roger Love	Furgason & Walker
	KMTR	570	1.000	KMTR Radio Corp. 1000 Cahuenga Blvd. Hillside 1161	....	Victor E. Dalton Kenneth O. Tinkham Kenneth O. Tinkham	Mort Werner Kenneth O. Tinkham Carroll Hauser	Burn-Smith
	KNX	1050	50.000	Columbia Bcstg. System Inc. Columbia Square Hollywood 1212	CBS	CBS—D. W. Thornburgh Donald W. Thornburgh Harry W. Witt	Russ Johnston George L. Moskovics Lester H. Bowman	Radio Sales
	KRKD	1120 ST-KFSG	2.500-LS 1.000-N	Radio Broadcasters Inc. Spring Arcade Bldg. Tucker 7111	....	Frank P. Doherty John Austin Driscoll John Austin Driscoll	Howard R. Bell .... Willis O. Freitag	....
MERCED............	KYOS	1040	250-D	Merced Broadcasting Co. Merced 1430	MBS Don Lee	Hugh McClung John W. Crews George J. Roth	C. H. Kinsley Jr. C. H. Kinsley Jr. La Rue Curd	Blair
MODESTO..........	KTRB	740	250-D	T.R.McTammany & W.H.Bates Jr. P. O. Box 405 774	....	Thomas R. McTammany William H. Bates Jr. William H. Bates Jr. Thomas R. McTammany	Cecil Lynch Douglas McCreary Wayne Berthold	Biddick Cox & Tanz
MONTEREY.........	KDON	1210	100	Monterey Bcstg. Co. 275 Pearl St. 8111	MBS Don Lee	Allen Griffin Howard V. Walters Howard V. Walters	J. W. Eliassen Howard V. Walters Melvin Johnson	Blair
OAKLAND..........	KLS	1280	250	Warner Bros. 327 21st St. Higate 1212	....	S. W. & E. N. Warner S. W. Warner F. Wellington Morse	Catherine de Costa F. Wellington Morse Russell Butler	....
	KLX	880	1.000	Tribune Building Co. Tribune Tower Templebar 6000	....	J. R. Knowland Jr. Preston D. Allen Preston D. Allen	Charles Lloyd .... Roswell S. Smith	....
	KROW	930	1,000	Educational Broadcasting Corp. Radio Center Bldg. Glencourt 6774	....	Wesley I. Dumm Philip G. Lasky Philip G. Lasky	Scott Weakley .... C. E. Downey	Free & Peters
PASADENA..........	*KPPC	1210 ST-KFXM	100	Pasadena Presbyterian Church 585 E. Colorado St. Sycamore 3-2193	....	David Black David Black	Leon Hall .... N. Vincent Parsons	....
REDDING...........	KVCV	1200	250	Golden Empire Bcstg. Co. Box 447 900	MBS Don Lee	Hugh McClung E. P. Milburn Carl Winther	Clyde Weigand Carl Winther Clyde Weigand	Blair
SACRAMENTO......	KFBK	1490	10.000	McClatchy Broadcasting Co. 708 Eye St. Main 5000	NBC California	Guy C. Hamilton Howard Lane Leo Ricketts	George Breece Leo Richetts Norman D. Webster	Raymer
	KROY	1210	100	Royal Miller Hotel Sacramento Main 666	CBS	Royal Miller Will Thompson Jr. D. E. Lundy	Garland Schuler Elton Rule Milton Cooper	Biddick
SAN BERNARDINO..	KFXM	1210 ST-KPPC	100	Lee Bros. Bcstg. Co. California Hotel 4761	MBS Don Lee	J. C. & E. W. Lee J. Clifford Lee Gene W. Lee	Howard Baichly Gene W. Lee Richard Sampson	Blair
SAN DIEGO.........	KFSD	600	1.000	Airfan Radio Corp. Ltd. 326 Broadway Franklin 6353	NBC-Blue California	Thomas E. Sharp Sam Lipsett John Babcock	Leah McMahon John Babcock	Raymer
	KGB	1330	1.000 CP-5.000	Don Lee Bcstg. System 1012 First Ave. Franklin 6151	MBS Don Lee	Thomas S. Lee S. W. Fuller D. J. Donnelly	Edgar Tidwell .... Milam D. Cater	Blair
SAN FRANCISCO....	KFRC	610	5.000-LS 1.000-N CP-5.000-U	Don Lee Bcstg. System 1000 Van Ness Ave. Prospect 0100	MBS Don Lee	Thomas S. Lee William D. Pabst Ward D. Ingrim	Benjamin Harkins Gary Kriedt Ernest Underwood	Blair
	KGO	790	7,500	National Broadcasting Co. Inc. 111 Sutter St. Sutter 1920	NBC-Blue	Gen. Elec. Co.—NBC A. E. Nelson William B. Ryan	Glenn R. Dolberg Robert J. McAndrews Curtis Peck	NBC
	KJBS	1070 L-WTAM	500	Julius Brunton & Sons Co. 1470 Pine St. Ordway 4148	....	Ralph R. Brunton E. P. Franklin E. P. Franklin	E. P. Franklin E. P. Franklin Ken Owen	McGillvra
	KPO	680	50,000	National Broadcasting Co. Inc. 111 Sutter St. Sutter 1920	NBC-Red	NBC—A. E. Nelson A. E. Nelson William B. Ryan	Glenn R. Dolberg Robert J. McAndrews Curtis Peck	NBC
	KSAN	1420	250	Golden Gate Bcstg. Corp. 1355 Market St. Market 8171	California	S. H. Patterson S. H. Patterson Wm. C. Grove	Bernice Sullivan C. E. Hopkins Wm. C. Grove	Forjoe

Inner California
A Rich Market



Inaugurating Construction Of The Friant Dam Unit Of The Central Valleys Project, The Honorable Harold Ickes Said:

"California's Central Valleys comprise an inland empire of approximately 25,000 square miles, with a soil as rich and a climate as favorable as any agricultural area in the world.

"This rich valley, surrounded by mountains, is the Granary of the West and the Fruit Basket of the World. Here a million people have their homes.

"Nature has blessed this valley and provided an abundance of many things."

The RADIO STATIONS of **The McClatchy Broadcasting Company**

KFBK — Sacramento
[illegible] four high powered [illegible] Coast stations

KWG
Stockton

KERN
Bakersfield

KMJ — Fresno
Now [illegible] watts night time

Purveying News, Entertainment and special features, these stations affiliated with the networks of the National Broadcasting Company and the California Radio System offer you

Blanket Coverage of a Top Market

Represented Nationally by Paul H. Raymer Company

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SACRAMENTO, CALIFORNIA

Affiliated with McClatchy Newspapers, The Sacramento Bee, The Fresno Bee and The Modesto Bee

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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CALIFORNIA—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Numbers	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
SAN FRANCISCO (Continued)	KSFO	560	5,000-LS 1,000-N	Associated Broadcasters Inc. Palace Hotel Bldg. Garfield 4700	CBS	Wesley I. Dumm Lincoln C. Dellar Lincoln C. Dellar	Arthur E. Stowe Robert W. Dumm Royal V. Howard	Free & Peters
	KYA	1230	5,000-LS 1,000-N	Hearst Radio Inc. Hearst Bldg. Douglas 2536	....	Hearst Radio Inc. Reiland Quinn Gurden Mooser	Reiland Quinn Gurden Mooser Paul C. Schulz	International
SAN JOSE	KQW	1010	5,000-LS 1,000-N	Pacific Agricultural Foundation 87 E. San Antonio St. Ballard 2616	MBS Don Lee	Ralph R. Brunton C. L. McCarthy H. O. Fiebig	.... Ray Lewis C. V. Davey	McGillvra
SAN LUIS OBISPO	KVEC	1200	250	Valley Broadcasting Co. Mountain View & Hill Sts. 134	MBS Don Lee	Christina M. Jacobson Les Hacker John C. Clifton	Aram Rejebian .... Earl Travis	Blair McGillvra
SANTA ANA	KVOE	1500	100	Voice of the Orange Empire Inc. Walter L. Moore Bldg. 4901-R	MBS Don Lee	Ernest L. Spencer Ernest L. Spencer Ed McCaffrey	Wallace S. Wiggins Victor Rowland Wallace S. Wiggins	Blair
SANTA BARBARA	KDB	1500	250-LS 100-N	Santa Barbara Broadcasters Ltd. 17 E. Haley St. 4131	MBS Don Lee	Thomas S. Lee Earl M. Pollock Arthur Manuel Jr.	Ken Aitken Arthur Manuel Jr. Robert E. Arne	Blair
	KTMS	1220	500	News-Press Publishing Co. De la Guerra Plaza 611	NBC-Blue California	Thomas M. Storke Frank V. Webb Jr. Frank V. Webb Jr.	.... Clinton Van Cott	Biddick Weed
SANTA ROSA	KSRO	1310	250	Press-Democrat Publishing Co. Press-Democrat Bldg. 110	....	E. L. Finley Wilt Gunzendorfer Gordon Brown	Gordon Brown Wilt Gunzendorfer Robert Nichols	Biddick
STOCKTON	KGDM	1100	1,000-D	E. F. Peffer 40 S. California St. 4-4551	....	E. F. Peffer Joe D. Carroll Joe D. Carroll	Donald Ralph .... Max Kelch	Blair
	KWG	1200	100	McClatchy Broadcasting Co. Hotel Wolf 2-2727	NBC California	Eleanor McClatchy George Ross George Ross	Nelda Ormiston .... Russell Bennett	Raymer
VISALIA	KTKC	890	1,000	Tulare-Kings Counties Radio Assoc. Box 511 574	MBS Don Lee	Charles A. Whitmore Charles P. Scott Millard Kibbe	Charles B. Foll Art Primm Bert Williamson	Blair
WATSONVILLE	KHUB	1310	250	John P. Scripps P. O. Box 349 1700	....	John P. Scripps Marion S. Walker George Barringer	Jack R. Wagner .... Jack R. Wagner	Biddick

COLORADO

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Numbers	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
ALAMOSA	KGIW	1420 SH-KIDW	100	E. L. Allen Alamosa 26	....	E. L. Allen E. L. Allen	....	....
COLORADO SPRINGS	KVOR	1270	1,000	Out West Broadcasting Co. Antlers Hotel Main 278	CBS	E. K. Gaylord Hugh B. Terry Hugh B. Terry	Lucille Santarelli J. I. Meyerson H. C. Strang	Katz
DENVER	KFEL	920	1,000	Eugene P. O'Fallon Inc. Albany Hotel Keystone 0178	MBS	Eugene P. O'Fallon Eugene P. O'Fallon {Frank L. Bishop {Holly Moyer	Don McCaig Don McCaig J. P. Veatch	Blair
	KLZ	560	5,000-LS 1,000-N CP-5,000-U	KLZ Broadcasting Co. Shirley Savoy Hotel Main 4271	CBS	E. K. Gaylord F. W. Meyer F. L. Allen	A. P. Wuth Jeff Baker T. A. McClelland	Katz
	KMYR (Construction permit)	1310	250-LS 100-N	F. W. Meyer Denver	....	F. W. Meyer	....	....
	KOA	830	50,000	National Broadcasting Co. Inc. 1625 California St. Main 6211	NBC-Red	Gen. Elec. Co.—NBC Lloyd E. Yoder A. W. Crapsey	C. C. Moore James McPherson Robert H. Owen	NBC
	*KPOF	880 ST-KFKA	1,000	Pillar of Fire Inc. 1845 Champa St. Tabor 3733	....	Bishop Alma White Arthur K. White	Mrs. Kathleen M. White .... Paul H. Schlissler	....
	KVOD	630	1,000	Colorado Radio Corp. Midland Savings Bldg. Tabor 2291	NBC-Blue	William D. Pyle T. C. Ekrem T. C. Ekrem	J. E. Finch Ben Stanton W. D. Pyle	Petry
DURANGO	KIUP	1370	100	San Juan Broadcasting Co. Inc. 2800 Main Ave. 117	....	John L. Turner Raymond M. Beckner Raymond M. Beckner	Raymond M. Beckner Raymond M. Beckner Gordon L. Schmehl	....
GRAND JUNCTION	KFXJ	1200	250	Western Slope Bcstg. Co. Hotel La Court 126	MBS	Rex Howell Rex Howell Charles Howell	Rex Howell Alice Barber Fred Mendenhall	....
GREELEY	KFKA	880 ST-KPOF	1,000-LS 500-N	Midwestern Radio Corp. 620 Eighth Ave. 450	MBS	H. E. Green H. E. Green William S. Wales	Patricia Murphy .... George Pogue	....
LA JUNTA	KOKO	1370	100	Southwest Broadcasting Co. Box 225 42	....	Leonard E. Wilson Leonard E. Wilson Leonard E. Wilson	Edna Louise Bulger Roy Cohen Leonard E. Wilson	....
LAMAR	KIDW	1420 SH-KGIW	100	Lamar Broadcasting Co. Lamar 16	....	W. G. Brown	....	....
PUEBLO	KGHF	1320	500	Curtis P. Ritchie 111 Broadway 3877	NBC	Curtis P. Ritchie J. H. McGill Maxson I. Bevens	Fred Amos	Wilson
STERLING	KGEK	1200-SH	100	Elmer G. Beehler Sterling 679	....	Elmer G. Beehler Elmer G. Beehler	....	....

OKLAHOMA
PUBLISHING
COMPANY
WKY · KVOR · KLZ
GENERA

If You Know the Family YOU KNOW ENOUGH!

¶ There is an importance and a validity in a family name that no single brand name can muster whether you have automobiles, breakfast cereals or radio stations under discussion. Oklahoma Publishing Company is one of those names. It lends the weight, influence and power to WKY, Oklahoma City, KVOR, Colorado Springs, and KLZ, Denver, to deliver their respective markets to sponsors convincingly . . . impeccably. The prestige of this name has been built up through more than a third of a century of public service. It antedates coincidental checks and package deals. It overshadows listening area studies and Crossley ratings. WKY, KVOR and KLZ each has unqualified proof of listener loyalty and advertiser amazement at its ability to influence sales. But above all this each has a background that spells confidence and authority. If you are interested in the Oklahoma City, Colorado Springs or Denver markets you can forget the figures and the charts. You know enough when you know the family.

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CBS
KLZ
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CBS

THE OKLAHOMA PUBLISHING COMPANY OWNS AND OPERATES WKY AND KVOR; OPERATES KLZ UNDER AFFILIATED MANAGEMENT; PUBLISHES THE DAILY OKLAHOMAN, OKLAHOMA CITY TIMES AND THE FARMER-STOCKMAN—NATIONAL REPRESENTATIVE, THE KATZ AGENCY, INC.

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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(*Data corrected to January 15, 1940*)

CONNECTICUT

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Numbers	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
BRIDGEPORT	WICC	600	1,000–LS 500–N	Yankee Network Inc. 1241 Main St. 6-1121	NBC-Blue MBS Yankee Colonial	John Shepard, 3rd Joseph Lopez Richard Voynow	Florence Ballou Frank P. Foster II F. Carleton McVarish Garo Ray	Petry
HARTFORD	WDRC	1330	5,000–LS 1,000–N CP-5,000–U	WDRC Inc. 750 Main St. 7-1138	CBS	Franklin M. Doolittle Franklin M. Doolittle William F. Malo	Walter Haase .... Italo Martino	Raymer
	WTHT	1200	250–LS 100–N	Hartford Times 983 Main St. 7-6481	MBS Colonial	Frank E. Gannett Cedric W. Foster Charles Glover DeLaney	Laureat H. Martineau .... Richard K. Blackburn	McKinney
	WTIC	1060-ST SA-1040-U	50,000	Travelers Bcstg. Service Corp. 26 Grove St. Hartford 2-3181	NBC-Red Yankee	Travelers Insurance Co. Paul W. Morency Walter C. Johnson	Thomas C. McCray J. F. Clancy J. Clayton Randall	Weed
NEW BRITAIN	WNBC	1380	1,000	State Broadcasting Corp. 147 Main St. New Britain: 240 Hartford: 7-9131	NBC-Blue American	Patrick J. Goode Richard W. Davis Laurence C. Edwardson	Doris M. Peck Richard W. Davis Rogers B. Holt	Headley-Reed
NEW HAVEN	WELI	930	500–LS 250–N	City Broadcasting Corp. 221 Orange St. 8-1133	American	Patrick J. Goode James T. Milne James T. Milne	Charles H. Wright James T. Milne J. Gordon Keyworth	Headley-Reed Furgason & Walker
NEW LONDON	WNLC	1500	100	Thames Broadcasting Corp. Mohican Hotel 4900	MBS Yankee Colonial	Roderick L. Morey Gerald J. Morey Ivon B. Newman	Len W. Stevens Ivon B. Newman Francis Garufy	....
WATERBURY	WATR	1290	250	WATR Co. Inc. 71 Grand St. 3-5161	MBS Colonial	Harold Thomas Harold Thomas Samuel Elman	James Parker .... John Burke	Furgason & Walker
	WBRY	1530	1,000	American-Republican Inc. 136 Grand St. 3-1125	CBS	William J. Pape E. J. Frey Murray Grossman	Jack Henry .... Frank Hales	McGillvra

DELAWARE

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Numbers	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
WILMINGTON	WDEL	1120	1,000–LS 250–N	WDEL Inc. 10th & King Sts. 7268	NBC-Red	Clair R. McCollough J. Gorman Walsh J. Gorman Walsh	Edward Browning Lonny Starr J. E. Mathiot	Raymer
	WILM	1420	250	Delaware Broadcasting Co. 920 King St. 7268	Intercity	Clair R. McCollough J. Gorman Walsh J. Gorman Walsh	Harvey Smith Byron Millenson J. E. Mathiot	Raymer

DISTRICT OF COLUMBIA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Numbers	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
WASHINGTON	WJSV	1460	10,000 CP-50,000	Columbia Broadcasting System Inc. Earle Bldg. Metropolitan 3200	CBS	CBS—Harry Butcher A. D. Willard Jr. William D. Murdock	Lloyd Dennis John Heiney Clyde M. Hunt	Radio Sale
	WMAL	630	500–LS 250–N CP-5,000–U	National Broadcasting Co. Inc. Translux Bldg. Republic 4000	NBC-Blue	NBC—Frank M. Russell Kenneth M. Berkeley John H. Dodge	Carleton D. Smith Fred Shawn John H. Dodge A. E. Johnson	NBC
	WOL	1230	1,000	American Broadcasting Co. 1627 K St., N. W. Metropolitan 0012	MBS Intercity	Mrs. LeRoy Mark William B. Dolph James Fishback	Madeline Ensign James Fishback Henry H. Lyon	Rambeau
	WRC	950	5,000–LS 1,000–N CP-5,000–U	National Broadcasting Co. Inc. Translux Bldg. Republic 4000	NBC-Red	NBC—Frank M. Russell Kenneth H. Berkeley John H. Dodge	Carleton D. Smith Fred Shawn John H. Dodge A. E. Johnson	NBC

FLORIDA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Numbers	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
DAYTONA BEACH	WMFJ	1420	250	W. Wright Esch Daytona Beach 91	....	W. Wright Esch W. Wright Esch	....	....
FORT LAUDERDALE	WFTL	1370	250–LS 100–N	Tom M. Bryan 2700 S. Andrews Ave. 1370	....	Tom M. Bryan Winston L. Clark Winston L. Clark	.... Francis G. Carroll	....
FORT MYERS	WFTM (Construction permit)	1210	250	Fort Myers Bcstg. Co. Fort Myers	....	W. E. Venns Jr.	....	....
GAINESVILLE	WRUF	830 L-KOA	5,000	University of Florida Gainesville 1000	....	State of Florida Garland Powell Garland Powell	Garland Powell .... Banks Duncan	Burn-Smith

More "REACH" For Your Money

A new antenna system goes to work for WTIC advertisers in 1940. Giving our 50,000 Watts—and your money—greater "reach" than ever.
Our area of *full-strength reception* will be extended to 10,000 square miles, including a population of 2,570,000—a notable increase over our present 6,000 mile area embracing 1,855,000 people.

Better Reception

Not only will our new equipment extend our "reach" but it will also bring a marked improvement in reception quality and in fidelity of tone.
This new and wider coverage and improved facilities mark another step in the 16-year record of progress which has kept WTIC Southern New England's most popular station with listeners—and a clear-cut "must" with advertisers who want to make the most of this prosperous billion-dollar market.

Reaching Up and Out

Our new antenna system consists of two uniform cross-section Blaw-Knox towers 483 feet high, a buried ground system employing over 26 miles of 2-inch copper ribbon weighing nearly 8 tons—together with the latest type of transmission line, coupling and phasing equipment. This new system will extend WTIC's "reach" 72% in area, and include 38% more families than at present.

IN SOUTHERN NEW ENGLAND WTIC RATES

FIRST

- IN LISTENER POPULARITY BY 2 TO 1 IN THE HARTFORD AREA
- IN NUMBER OF NETWORK ADVERTISERS
- IN NUMBER OF NATIONAL SPOT ADVERTISERS

WTIC

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Representatives: Weed & Company
New York Chicago Detroit San Francisco

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FLORIDA—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Numbers	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
JACKSONVILLE	WJAX	900	5,000-LS 1,000-N	City of Jacksonville 1 Broadcast Place 5-5821	NBC	Thomas C. Imeson John T. Hopkins III John T. Hopkins III	John T. Hopkins III John T. Hopkins III John T. Hopkins III	Blair
	WJHP	1290 (Construction permit)	250	The Metropolis Co. Jacksonville	....	John H. Perry H. G. Wells Jr.	....	Perry
	WMBR	1370	250	Florida Broadcasting Co. Atlantic Nat'l Bank Bldg. 5-4387	CBS	Frank King Glenn Marshall Jr. Glenn Marshall Jr.	.... Jack Greene	Raymer
LAKELAND	WLAK	1310	250	Lake Region Bcstg. Co. Inc. Lakeland 2128	NBC	J. P. Marchant Bert Arnold Bert Arnold	Gordon G. Fletcher David Brown Powell Hunter	Blair
MIAMI	WIOD	610	1,000	Isle of Dreams Bcstg. Corp. News Tower 3-6444	NBC	{D. J. Mahoney {Hal Leyshon Martin S. Wales S. A. Vetter	Martin S. Wales J. M. Le Gate Milton C. Scott Jr.	Hollingbery
	WQAM	560	1,000	Miami Broadcasting Co. Postal Bldg. 2-6121	CBS	Fred W. Borton Fred W. Mizer Norman MacKay	Hazel McGuire Norman MacKay Fred Eugene Rider	Blair
MIAMI BEACH	WKAT	1500	250	A. Frank Katzentine 1759 N. Bay Road 5-7471	....	A. Frank Katzentine John C. McCloy John C. McCloy	Bettylee Taylor .... Walter E. Kinney	....
OCALA	WTMC	1500	100	Ocala Broadcasting Co. 1 Broadcast Place 128	....	John T. Alsop Jr. R. R. Powell Hal Davis	Bob McConnell .... Bert Mead	Perry
ORLANDO	WDBO	580	5,000-LS 1,000-N	Orlando Broadcasting Co. Inc. 563 N. Orange Ave. 6181	CBS	Col. George C. Johnston Harold P. Danforth Harold P. Danforth	Emily Humphries Orval Anderson James E. Yarbrough	Raymer
PANAMA CITY	WDLP	1200 (Construction permit)	250-LS 100-N	Panama City Bcstg. Co. Panama City	....	Phillip A. Roll	....	Perry
PENSACOLA	WCOA	1340	1,000-LS 500-N	Pensacola Broadcasting Co. Inc. San Carlos Hotel 4111	NBC	John H. Perry Henry G. Wells Jr. Irving F. Welch	C. Edward Vann C. B. McAllister Beecher Hayford	Perry
ST. AUGUSTINE	WFOY	1210	250	Fountain of Youth Properties Inc. Magnolia Ave. 1400	....	Walter B. Fraser R. M. Tigert John Cummins	Ruth Loring Tanksley John Cummins Ernzst Raistrick	Cox & Tanz
ST. PETERSBURG	WSUN	620 SH-WFLA	5,000-LS 1,000-N	St. Petersburg Chamber of Comm. Recreation Pier 4747	NBC	G. V. Leland Harold H. Meyer Jerry Wigley	Bob Wilbur Olive Saylor Louis Link	International
	WTSP	1370	250	Pinellas Broadcasting Co. 3509 Fourth St., N. 8108	....	Sam H. Mann Fred Bugg Heidt Swearingen	Ralph Feather Fred Bugg Carl Carrier	....
SARASOTA	WSPB	1420	250-LS 100-N	WSPB Inc. City Island 2641	....	Sam H. Campbell Frank S. Lane Frank S. Lane	Jack Daub	....
TALLAHASSEE	WTAL	1310	250-LS 100 N	Florida Capitol Broadcasters Inc. Thomasville Highway 1310-R	....	Gilbert Freeman William C. Wyatt William C. Wyatt	W. A. Snowden Jr. .... Ben Eulenfield	....
TAMPA	WDAE	1220	5,000-LS 1,000-N CP-5,000-U	Tampa Times Co. Tampa Terrace Hotel M-1818	CBS	David E. Smiley L. S. Mitchell L. S. Mitchell	Kenneth W. Skelton Joseph F. Smiley William Pharr Moore	Katz
	WFLA	620 SH-WSUN	5,000-LS 1,000-N	Fla. West Coast Bcstg. Co. Inc. Tarr Bldg. H-1828	NBC	W. Walter Tison W. Walter Tison W. Walter Tison	Paul M. Jones Ronnie Rodgers Joe H. Mitchell	Blair
WEST PALM BEACH	WJNO	1200	250	WJNO Inc. 1415 Okeechobee Rd. 3638	CBS	J. J. O'Brien Reginald J. Martin Reginald J. Martin	Ron Jenkins Ralph Rogers John Moore	Weed

GEORGIA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Numbers	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
ALBANY	WGPC	1420	100	Albany Broadcasting Co. 127½ N. Jackson St. 1370	Georgia	J. W. Woodruff Sr. Stewart Watson Stewart Watson	Louis B. Poole Louis B. Poole Byron Lindsey Jr.	Sears & Ayer
ATHENS	WGAU	1310	250	J. K. Patrick & Co. Athens 1741	....	Partnership	....	....
ATLANTA	WAGA	1450	1,000-LS 500-N	Liberty Broadcasting Corp. Western Union Bldg. Main 5101	NBC-Blue	James M. Cox Jr. Jesse M. Swicegood Jesse M. Swicegood	Earle J. Pudney Joe Hill Cliff Hanson	....
	WATL	1370	250	Atlanta Broadcasting Co. Henry Grady Bldg. Walnut 4377	MBS Southern Georgia	J. W. Woodruff Maurice C. Coleman Maurice C. Coleman	Ken Keese Harry Pomar J. M. Comer Jr.	Sears & Ayer
	WGST	890	5,000-LS 1,000-N	Georgia School of Technology Forsyth Bldg. Walnut 8441	CBS	Operated under lease (Sam Pickard) Clarence H. Calhoun	John Fulton Frank Gaither Ben Akerman	Katz

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In St. Petersburg	call 4747 or 4748

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GEORGIA—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Numbers	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
ATLANTA (Continued)	WSB	740	50,000	Atlanta Journal Co. Biltmore Hotel Hemlock 1045	NBC-Red	James M. Cox Lambdin Kay John M. Outler Jr.	Roy A. McMillan John M. Outler Jr. C. F. Daugherty	Petry
AUGUSTA	WRDW	1500	250	Augusta Broadcasting Co. Tenth & Broad Sts. 2976	CBS	Arthur Lucas W. R. Ringson Thurston Bennett	James A. Davenport Thurston Bennett Harvey Aderhold	Burn-Smith
BRUNSWICK	WMOG (Construction permit)	1500	250-LS 100-N	Coastal Broadcasting Co. Brunswick	....	Alma W. King	....	....
COLUMBUS	WRBL	1200	250	Columbus Bcstg. Co. Inc. 1420 Second Ave. 4300	CBS Georgia	J. W. Woodruff J. W. Woodruff Jr. J. W. Woodruff Jr.	Jack Gibney Johnnie Clark O. H. Heely	Sears & Ayer
CORDELE	WMJM (Construction permit)	1500	250-LS 100-N	Cordele Dispatch Pub. Co. Inc. Cordele	....	John W. Greer Jr.	....	....
GRIFFIN	WKEU	1500	100-D	Radio Station WKEU Griffin Hotel 90	....	A. W. Marshall Jr. A. W. Marshall Sr.	....	....
MACON	WMAZ	1180 L-KOB	5,000-LS 1,000-N	Southeastern Bcstg. Co. Inc. 211 Cotton Ave. 3131	CBS	E. K. Cargill E. K. Cargill Frank Crowther	Mrs. Allie V. Williams Wilton E. Cobb George P. Rankin Jr.	Katz
MOULTRIE	WMGA	1370	250	F. R. Pidcock Sr. Moultrie 999	....	John Pidcock W. T. Hix W. T. Hix	Earl Caton Earl Caton James W. Stewart	....
ROME	WRGA	1500	250	Rome Broadcasting Corp. National City Bank 1995	....	John W. Quarles Happy Quarles Price Selby	Jimmie Kirby Pinkie Talley R. L. Starr	....
SAVANNAH	WSAV	1310	100	WSAV Inc. Liberty National Bank Bldg.	....	Arthur Lucas Harben Daniel N. W. Brandon	.... N. W. Brandon Meredith E. Thompson	....
	WTOC	1260	5,000-LS 1,000-N	Savannah Bcstg. Co. 516 Abercorn St. 2-0127	CBS	W. T. Knight Jr. Majorie B. Willis W. T. Knight Jr.	Fred P. Pfahler Jr. William B. Smart James R. Donovan	Katz
THOMASVILLE	WPAX	1210	250	H. Wimpy 117 Remington Ave. 909	....	H. Wimpy H. Wimpy Charles Lawton	Charles Lawton .... James W. Poole	....
WAYCROSS	WAYX	1200	250	Jack Williams 620 Plant Ave. 965	....	Jack Williams John J. Tobola Jack Harder	Ken White Jack Harder John J. Tobola	....

IDAHO

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Numbers	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
BOISE	KIDO	1350	2,500-LS 1,000-N	Boise Broadcast Station Hotel Boise 660	NBC	C. G. Phillips Frank L. Hill C. G. Phillips Richard G. McBroom	Billy Phillips Clete Lee H. W. Toedtemeier	Blair
IDAHO FALLS	KID	1320	5,000-LS 500-N	KID Broadcasting Co. Inc. KID Bldg. 4	....	Jack W. Duckworth Jack W. Duckworth Jack W. Duckworth	Raymond McKenzie Maxine A. Chaffin W. J. Provis	Sears & Ayer
LEWISTON	KRLC	1390	250	H. E. Studebaker Lewis-Clark Hotel 1950	....	H. E. Studebaker Donald A. Wike R. A. Klise	....	Cox & Tanz Sears & Ayer Biddick
NAMPA	KFXD	1200	250	Frank E. Hurt 1024 12th Ave., S. 1200	....	Frank E. Hurt Frank E. Hurt Doyle Cain	Maxine Hurt .... Edward Hurt	....
POCATELLO	KSEI	900	1,000-LS 250-N	Radio Service Corp. Pocatello 960	NBC	O. P. Soule Henry H. Fletcher Henry H. Fletcher	Ruthe A. Fletcher Henry H. Fletcher James E. Mitchell	Furgason & Walker
TWIN FALLS	KTFI	1240	1,000	Radio Broadcasting Corp. Radio Center 30	NBC	O. P. Soule John E. Gardner John E. Gardner	Florence M. Soule John E. Gardner Franklin V. Cox	Furgason & Walker
WALLACE	KWAL	1420	250-LS 100-N	Chester Howarth & Clarence Berger Wallace	....	Chester Howarth Clarence Berger Clarence Berger	....	....

ILLINOIS

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Numbers	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
AURORA	WMRO	1250	250-D	Martin R. O'Brien 34 S. River St. 4215	....	Martin R. O'Brien Martin R. O'Brien Martin R. O'Brien	Russ Salter Vincent G. Cofey Leo Burch	....
BLOOMINGTON	WJBC	1200 ST-WSOY	250	A. M. & D. C. McGregor Bloomington 535	....	A. M. McGregor A. M. McGregor Hugh L. Gately	Donald Glasgow Hugh L. Gately Marshall Seacrist	Cox & Tanz
CARTHAGE	WCAZ	1070	100-D	Superior Bcstg. Service Inc. Carthage 520	....	Bob Compton John Palmer John Palmer	John Palmer John Palmer Byrl Shreve	....
CHAMPAIGN	WDWS	1370	250	Champaign News-Gazette Inc. 48 Main St. 6-1855	....	Helen M. Stevick Marajen Stevick Frank R. Mills	Ken Rice Jack Beynon G. M. Kimbrel	Sears & Ayer

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The Atlanta Journal

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EDWARD PETRY & CO., INC.—National Representatives

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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ILLINOIS—(Continued)

City	Call Letters	Frequency In Kilocycles	Power In Watts	Name of Licensee Headquarters Address Telephone Numbers	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
CHICAGO	WAAF	920	1,000-D	Drovers Journal Publishing Co. Palmer House Randolph 1932	....	Ward A. Neff William E. Hutchinson Arthur F. Harre	Richard N. Chindblom Bradley R. Eidman Carl W. Ulrich	Hollingbery
	WBBM (Synchronizes at night with KFAB, Lincoln, Neb.)	770	50,000	Columbia Broadcasting System Inc. 410 N. Michigan Ave. Whitehall 6000	CBS	CBS—H. Leslie Atlass H. Leslie Atlass J. Kelly Smith	Robert N. Brown Wayde Grinstead Frank B. Falknor	Radio Sales
	WCBD	1080 L-WBT ST-WMBI	5,000	WCBD Inc. 2400 W. Madison St. Seeley 8066	....	Gene T. Dyer Joe Rudolph M. E. Clemens	Peter Bradley .... Edward Jacker	....
	WCFL	970	5,000	WCFL Inc. 666 Lake Shore Dr. Superior 5300	CBS	Chicago Federation of Labor Maynard F. Marquardt Melvin B. Wolens	Miles Reed Melvin B. Wolens Maynard Marquardt	Katz
	WCRW	1210 SH-WEDC-WSBC	100	Clinton R. White 2756 Pine Grove Ave. Diversey 4440	....	Clinton R. White J. A. White J. A. White	J. A. White J .A. White Clinton R. White	....
	WEDC	1210 SH-WCRW-WSBC	250	Emil Denemark Inc. 3860 Ogden Ave. Crawford 4100	....	Emil Denemark Frank J. Kotnour Frank J. Kotnour	William P. Brady Fred C. Dierking Caleb C. Frisk	....
	WENR	870 ST-WLS	50,000	National Broadcasting Co. Inc. 222 N. Bank Dr. Superior 8300	NBC-Blue	NBC—Sidney N. Strotz Sidney N. Strotz Oliver Morton	Jules Herbuveaux Emmons C. Carlson Howard C. Luttgens	NBC
	WGES	1360 ST-WSBT	1,000-LS (Sunday) 500	Oak Leaves Bcstg. Station Inc. 2400 Madison St. Seeley 8066	....	Harry J. Guyon Gene T. Dyer Gene T. Dyer	Arnold B. Hartley A. C. Perkins E. W. Jacker	....
	WGN	720	50,000	WGN Inc. 441 N. Michigan Ave. Superior 0100	MBS	W. E. Macfarlane Quin A. Ryan Edward W. Wood	Quin A. Ryan Frank P. Schreiber C. J. Meyers	WGN Townsend
	WJJD	1130 L-KSL	20,000	WJJD Inc. 201 N. Wells St. State 5466	....	Ralph L. Atlass Ralph L. Atlass H. P. Sherman	J. L. Allabough Jr. .... Walter Myers	Raymer
	WLS	870 ST-WENR	50,000	Agricultural Bcstg. Co. 1230 W. Washington Blvd. Haymarket 7500	NBC-Blue	Burridge D. Butler Glenn Snyder William R. Cline	Harold Safford Don E. Kelley Thomas L. Rowe	Blair
	WMAQ	670	50,000	National Bcstg. Co. Inc. 222 N. Bank Dr. Superior 8300	NBC-Red	NBC—Sidney N. Strotz Sidney N. Strotz Oliver Morton	Jules Herbuveaux Emmons C. Carlson Howard Luttgens	NBC
	*WMBI	1080 L-WBT ST-WCBD	5,000	Moody Bible Institute 153 Institute Place Diversy 1570	....	Moody Bible Institute Henry C. Crowell	W. P. Loveless .... A. P. Frye	....
	WSBC	1210 SH-WCRW,WEDC	250	WSBC Inc. 2400 Madison St. Canal 9241	....	Gene T. Dyer F. A. Stanford S. J. Shulman	John Steadman Norman Pierce Edward Jacker	....
	WIND (Gary, Ind.)	560	5,000-LS 1,000-N	Johnson-Kennedy Radio Corp. 201 N. Wells St., Chicago State 4176	....	Ralph L. Atlass E. S. Mittendorf J. T. Carey	Brooks Connally .... Ken Shirk	Furgason & Walker
CICERO	WHFC	1420	250	WHFC, Inc. 6138 Cermak Rd. Lawndale 8228	....	Richard W. Hoffman Marie E. Clifford	Marie E. Clifford .... David Mearns	....
DANVILLE	WDAN	1500	250	Northwestern Publishing Co. Hotel Wolford Main 1700	....	Frank E. Gannett C. R. Richardson Ward White	Gleason Kistler Guy Kitchen Ted Magin	McKinney
DECATUR	WSOY	1310	250-LS 100-N	Commodore Broadcasting Inc. 353 N. Main St. 5371	....	Decatur Newspapers Inc. Merrill Lindsay Merrill Lindsay	Berne Enterline .... Milburn H. Stuckwish	....
EAST ST. LOUIS	WTMV	1500	250	**(See St. Louis, Mo.)**				
GALESBURG	WGIL	1500	250	Gales Bcstg. Co. Hill Arcade Main 4626	....	Howard A. Miller Howard A. Miller Virgil Schmidt	.... Glenn Callison	Sears & Ayer
HARRISBURG	WEBQ	1210	250	Harrisburg Broadcasting Co. 100 E. Poplar St. 28	....	Dr. J. V. Capel Inglis M. Taylor Inglis M. Taylor	Virginia Crane Lindle Moore Joseph R. Tate	....
HERRIN	WJPF (Construction permit)	1310	250-LS 100-N	Orville W. Lyerla Herrin	....	Orville W. Lyerla	....	....
JOLIET	WCLS	1310-SHN	100	WCLS Inc. Joliet Bldg. 5656	....	L. W. Wood L. W. Wood L. W. Wood	Robert M. Holt .... George Ives	....
PEORIA	WMBD	1440	5,000-LS 1,000-N	Peoria Broadcasting Co. Alliance Life Bldg. 7133	CBS	Edgar L. Bill Edgar L. Bill Charles C. Caley	Gene Trace Russell Ehresman T. A. Giles	Free & Peters
QUINCY	WTAD	900	1,000-D	Illinois Bcstg. Corp. WCU Bldg. 364	....	W. Emery Lancaster C. Arthur Fifer Walter J. Rothschild	Donald F. Fischer .... Francis Wentura	Furgason & Walker
ROCKFORD	WROK	1410	1,000-LS 500-N	Rockford Broadcasters Inc. News Tower Main 5632	MBS	Mrs. Ruth Hanna Simms Walter M. Kessler James W. Rodgers Bill Traun	John J. Dixon Allen O. Brophy Thomas C. Cameron	Headley-Reed
ROCK ISLAND	WHBF	1240	1,000	Rock Island Bcstg. Co. Safety Bldg. 918	MBS	John W. Potter Leslie C. Johnson Maurice Corken	Ivan Streed Maurice Corken Robert J. Sinnett	Furgason & Walker

This is Our Story

for the past year and the years to come

One hundred forty-two spot advertisers used WLS, Chicago, in 1939. 58% of them had advertised on WLS at least one year previously. 43% have used WLS three or more years. 24% have been with us five years or more, and one has used WLS every year for eleven consecutive years!

We don't need to tell you that these advertisers were satisfied. Otherwise they would not renew or return to WLS. After all, there's only one way to satisfy an advertiser: Get results. That's what WLS does.

WLS

THE PRAIRIE FARMER STATION

Burridge D. Butler, President *(Chicago)* Glenn Snyder, Manager

JOHN BLAIR & COMPANY, *New York, Chicago, Detroit, St. Louis, Los Angeles, San Francisco*

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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(Data corrected to January 15, 1940)

ILLINOIS—(Continued)

City	Call Letters	Frequency In Kilocycles	Power In Watts	Name of Licensee Headquarters Address Telephone Numbers	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
SPRINGFIELD	WCBS	1420	250	WCBS Inc. 523 E. Capitol Ave. 9855	....	Harold L. Dewing Harold L. Dewing Jack Heintz	L. G. Pefferle Carroll W. Neeld Richard L. Ashenfelter	Sears & Ayer
	WTAX	1210	100	WTAX Inc. Reisch Bldg. 2-4441	....	Jay A. Johnson Jay A. Johnson Jay A. Johnson	Bob Kay Russell Harms Edward Ring	Burn-Smith
TUSCOLA	WDZ	1020	1,000-D	WDZ Broadcasting Co. Star Bldg. 98	....	Edgar L. Bill Clair B. Hull Clair B. Hull	Don Ebersbach Tom McNutt Mark Spies	Wilson
URBANA	*WILL	580	5,000-D	University of Illinois 362 Administration (W) 7-2400	....	University of Illinois Joseph F. Wright	Frank E. Schooley .... A. James Ebel	....

INDIANA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Numbers	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
ANDERSON	WHBU	1210	250-LS 100-N	Anderson Broadcasting Corp. Citizens Bank Bldg. 234	....	L. M. Kennett R. M. Blossom L. M. Kennett L. Podhaski	L. M. Shroyer .... Wayne Reeves	Stewart
ELKHART	WTRC	1310	250	Truth Publishing Co. Inc. Hotel Elkhart 948	....	C. D. Greenleaf R. R. Baker R. R. Baker	Carl Shrock .... Kenneth Singleton	....
EVANSVILLE	WEOA	1370	250	Evansville on the Air Inc. 519 Vine St. 2-1171	CBS	Clarence Leich Martin L. Leich Martin L. Leich	Pat Roper Clarence Leich John B. Caraway Jr.	Weed
	WGBF	630 STN-KFRU	1,000-LS 500-N	Evansville on the Air Inc. 519 Vine St. 2-1171	NBC	Clarence Leich Clarence Leich Clarence Leich	Pat Roper .... Fay A. Gehres	Weed
FORT WAYNE	WGL	1370	250	Westinghouse Radio Stations Inc. 925 S. Harrison Anthony 2136	NBC	Westinghouse E. & M. Co. W. C. Swartley Ford Billings	W. Charles Roe Jack O'Mara Fred W. Fischer	Free & Peters
	WOWO	1160 STN-WWVA	10,000	Westinghouse Radio Stations Inc. 925 S. Harrison Anthony 2136	NBC-Blue	Westinghouse E. & M. Co. W. C. Swartley Ford Billings	Franklin Tooke Jack O'Mara Fred W. Fischer	Free & Peters
GARY	WIND	560	5,000-LS 1,000-N	**(See Chicago, Ill.)**				
HAMMOND	WHIP	1480	5,000-D	Hammond-Calumet Bcstg. Corp. 5935 S. Hohman Ave. 10,000	....	Dr. George F. Courrier Doris Keane O. E. Richardson	Elmer Herkner Sigmond Blomgren H. V. Fitzcharles	....
	WWAE	1200 STN-WFAM	100	Hammond-Calumet Bcstg. Corp. 5935 S. Hohman Ave. 10,000	....	Dr. George F. Courrier Doris Keane O. E. Richardson	Elmer Herkner Sigmond Blomgren H. V. Fitzcharles	....
INDIANAPOLIS	WFBM	1230	5,000-LS 1,000-N	WFBM Inc. 48 Monument Circle Lincoln 8506	CBS	Jesse L. Kaufman Jesse L. Kaufman Earl G. Thomas	Frank Sharp .... M. R. Williams	Virgil Reiter
	WIBC	1050	1,000-D	Indiana Broadcasting Corp. 350 N. Meridian St. Lincoln 2305	....	H. G. Wall C. A. McLaughlin C. A. McLaughlin	Robert Longwell C. A. McLaughlin Harry Adams	Wilson
	WIRE	1400	5,000	Indianapolis Broadcasting Inc. 540½ N. Meridian St. Riley 4471	NBC-Red MBS	Eugene C. Pulliam .... Robert E. Bausman	J. P. Mason Lawrence O. Hammer Earl W. Lewis	Hollingbery
MUNCIE	WLBC	1310	250	Donald A. Burton Anthony Bldg. 4404	....	D. A. Burton D. A. Burton W. F. Craig	Carl Noble .... M. M. Crain	Forjoe Stewart
NEW ALBANY	WGRC	1370	250	**(See Louisville, Ky.)**				
RICHMOND	WKBV	1500	100	Knox Radio Corp. Box 308 4134	....	William O. Knox William O. Knox William O. Knox	....	....
SOUTH BEND	WFAM	1200 STN-WWAE	100	South Bend Tribune Tribune Bldg. 3-6161	CBS	F. A. Miller F. D. Schurz R. H. Swintz	R. J. Drain R. H. Swintz H. G. Cole	Raymer
	WSBT	1360 ST-WGES	500	South Bend Tribune Tribune Bldg. 3-6161	CBS	F. A. Miller F. D. Schurz R. H. Swintz	R. J. Drain R. H. Swintz H. G. Cole	Raymer
TERRE HAUTE	WBOW	1200	250	Banks of Wabash Inc. 303 S. Sixth St. Crawford 3394	NBC	W. W. Behrman W. W. Behrman	Leo Baxter George Jackson Stokes Gresham	Weed
VINCENNES	WAOV	1420 (Construction permit; starts about April 1)	100	Vincennes Newspapers Inc. 320 Busseron St. 79	....	Vincennes Newspapers Inc. Howard N. Greenlee	J. P. Mason	....
WEST LAFAYETTE	*WBAA	890-SH	1,000-LS 500-N	Purdue University Electrical Engineering Bldg. 6076	....	Purdue University	Gilbert D. Williams .... Ralph R. Townsley	....

GEORGE WASHINGTON WAS FIRST TO RECOGNIZE ITS STRATEGIC IMPORTANCE

. . when he commissioned Anthony Wayne in April, 1792, to build a fort at the confluence of the three rivers in what is now the City of Fort Wayne. Nearly a century and a half ago he foresaw the national importance of this great region.

INDIANA'S "BRIGHT SPOT"

TODAY this natural trading area continues to focus on Fort Wayne just as Washington anticipated. It is in fact the WOWO Airea—the "Bright Spot" of Hoosierdom. Your campaign is not complete without radio station WOWO—Indiana's largest advertising medium. There's a bonus coverage of rich counties in Ohio and Michigan, too. May we send you an interesting folder?

10,000 watts; 1160 Kc.
NBC Basic Blue Network

WOWO
FORT WAYNE, INDIANA

Free & Peters, Inc., National Representatives

INDIANA'S MOST POWERFUL RADIO STATION

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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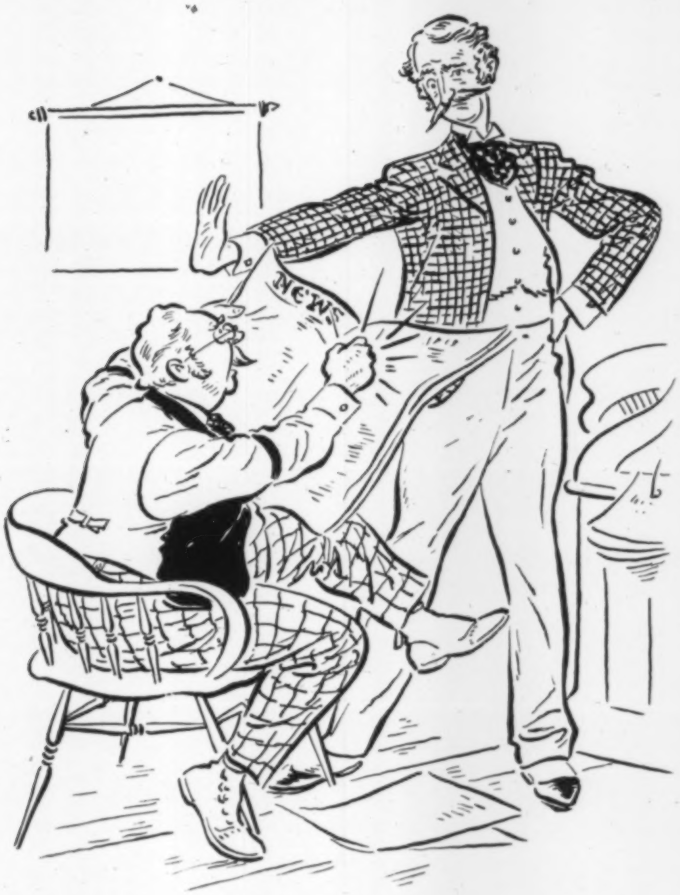
(Data corrected to January 15, 1940)

IOWA

Cty	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Numbers	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
AMES	*WOI	640	5,000-D	Iowa State College Ames 2500	....	Iowa State College W. I. Griffith	A. G. Woolfries .... L. L. Lewis	....
BOONE	*KFGQ	1370-SH	100-D	Boone Biblical College Boone 616-W	....	Boone Biblical College	....	....
CEDAR RAPIDS	WMT	600	5,000-LS 1,000-N	Iowa Broadcasting Co. Paramount Theatre Bldg. 6127	NBC-Blue MBS CBS (after Apr. 30) Cowles	Gardner Cowles Jr. Sumner D. Quarton {William B. Quarton, Cedar Rapids {Don E. Inman, Waterloo	Douglas B. Grant {Leo F. Cole, Cedar Rapids {Jack Comfort, Waterloo Charles F. Quentin	Katz
DAVENPORT	WOC	1370	250	Tri-City Broadcasting Co. 1002 Brady St. 2-3521	CBS Cornbelt	B. J. Palmer J. Buryl Lottridge B. F. Hovel	J. Neil Reagan J. Neff Wells H. W. Higby	Free & Peters
DECORAH	*KGCA (Silent since Oct. 24, 1938)	1270 ST-KWLC	100-D	Charles Walter Greenley 211 Winnebago St. 131	....	Charles W. Greenley	....	....
	*KWLC	1270 ST-KGCA	100-D	Luther College 600 Leif Erikkson Drive 690	....	Dr. O. J. H. Preus O. M. Eittreim	F. C. Gamelin .... O. M. Eittreim	....
DES MOINES	KRNT	1320	5,000-LS 1,000-N	Iowa Broadcasting Co. 715 Locust St. 3-2111	CBS Cowles	Gardner Cowles Jr. Luther L. Hill Craig Lawrence	Edmund Linehan Wayne Welch Paul R. Huntsinger	Katz
	KSO	1430	5,000-LS 1,000-N	Iowa Broadcasting Co. 715 Locust St. 3-2111	NBC-Blue MBS Cowles	Gardner Cowles Jr. Luther L. Hill Craig Lawrence	Edmund Linehan Wayne Welch Paul Huntsinger	Katz
	WHO	1000	50,000	Central Broadcasting Co. 914 Walnut St. 3-7147	NBC-Red Cornbelt	Col. B. J. Palmer J. O. Maland Hale Bondurant	Harold Fair Harold Fulton Paul E. Loyet	Free & Peters
DUBUQUE	KDTH (Construction permit)	1340	500-D	Dubuque Telegraph Herald Eighth Ave. & Bluff St.	....	F. W. Woodward	....	....
	WKBB	1500	250	Sanders Bros. Hotel Julien 572	CBS	Walter E. Klauer James D. Carpenter James D. Carpenter	Norman H. Brinsley L. Vaughn Gayman Leonard A. Carlson	International
FORT DODGE	KVFD	1370-SH	250-LS 100-N	Northwest Broadcasting Co. Warden Bldg. Walnut 3761	....	Edward Breen Edward Breen Charles A. Kennedy	Mel Galliart .... John Hunter Duncan	....
IOWA CITY	*WSUI	880	1,000-LS 500-N CP-5,000-LS CP-1,000-N	State University of Iowa Iowa City 2111	....	State University of Iowa Carl H. Menzer	Pearl Bennett Broxam .... S. John Ebert	....
MARSHALLTOWN	KFJB	1200	250	Marshall Electric Co. Marshalltown 3361	....	E. N. Peak	....	....
MASON CITY	KGLO	1210	250	Mason City Globe Gazette Co. Hotel Hanford 2800	CBS Cornbelt	Lee P. Loomis F. C. Eighmey F. C. Eighmey	John J. Price George Milloy Leo W. Born	Weed
SHENANDOAH	KFNF	890 ST-KUSD	1,000-LS 500-N CP-5,000-LS CP-1,000-N	KFNF Inc. 405 Sycamore One	Cowles	Henry Field William E. MacDonald	William E. MacDonald William E. MacDonald Franz Cherney	Reynolds-Fitzgerald
	KMA	930	5,000-LS 1,000-N	May Seed & Nursery Co. Lowell & Elm Sts. 192	NBC-Blue MBS Cornbelt	Earl E. May J. C. Rapp J. C. Rapp	Fred Greenlee Frank Jaffe Ray Schroeder	Wilson
SIOUX CITY	KSCJ	1330	5,000-LS 1,000-N CP-5,000-U	Perkins Bros. 415 Douglas St. 57993	NBC-Blue	W. H. Sammons C. W. Corkhill C. W. Corkhill	.... Stephen Dier	Hollingbery
	KTRI	1420	250	Sioux City Broadcasting Co. Commerce Bldg. 8-0165	....	Dietrich Dirks Dietrich Dirks Ray Jensen	Gordon Horner .... Carleton Grey	Furgason & Walker

KANSAS

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Numbers	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
ATCHISON	KVAK	1420	100	Carl Latenser 622 Commercial St. 1420	....	Carl Latenser W. H. Reitz W. H. Reitz	Lynne V. Butcher H. R. Scarbrough W. H. Reitz	....
COFFEYVILLE	KGGF	1010 SH-WNAD	1,000	Hugh J. Powell Journal Bldg. 147	MBS	Hugh J. Powell Melvin Drake Hugh J. Powell	Clair A. Foster Hugh J. Powell J. Fred Case	....
DODGE CITY	KGNO	1340	250 CP-1,000-LS	Dodge City Bcstg. Co. Inc. Globe Bldg. 1340	....	J. C. Denious N. C. Petersen Tim George	J. A. Allen Vaughn A. Kimball Emil Doane	Hagg
EMPORIA	KTSW	1370	250	Emporia Broadcasting Co. Inc. 613 Merchant St. 153	MBS	S. B. Warren K. W. Trimble K. W. Trimble	Larry Simms K. W. Trimble Paul H. Daniels	Sears & Ayer
GARDEN CITY	KIUL	1210	100	Garden City Broadcasting Co. 404 N. Main St. 666	....	Frank D. Conard Clem Morgan Frank D. Conard	Clem Morgan Clem Morgan Ralph Childs	Cox & Tanz
GREAT BEND	KVGB	1370	250	Helen Townsley 2103 Forest Ave. 1060	....	Helen Townsley Helen Townsley Everette Smart	Dave Wilson Justin Bradshaw Leo Legleiter	....



"But it's the *newspapers* that get the play in Iowa!"
[Another old myth exploded!]

In this modern day of radio, movies and general popular enlightenment, it is strange how persistent is the old myth that newspapers get the play in Iowa. It is perfectly possible, we confess, that newspapers may once have been the leading advertising media out here. But that day is long since past.

For instance: *More dollars are spent for national advertising on Radio Station WHO than are spent in any single newspaper in Iowa.*

This result has been achieved by a long and consistent record of advertising successes on WHO—a list of successes which we sincerely believe is unique for *any* medium, *anywhere* in the United States. . . . It has also been achieved despite the fact that WHO's advertising is strictly limited by the clock, and not by the world's reserves of pulp and paper stock. . . .

For factual data as to the preferences of both advertisers *and listeners* in Iowa, please just drop us a note. We know you'll find it interesting.

WHO

+ *for* IOWA PLUS! +

DES MOINES . . . 50,000 WATTS
J. O. MALAND, MANAGER
FREE & PETERS, INC., National Representatives

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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KANSAS—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Numbers	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
HUTCHINSON	KWBG	1420	250	Nation's Center Broadcasting Co. 201 S. Main 5202	....	W. B. Greenwald H. A. Delp Ken Irving	Thornton Snyder W. B. Greenwald Harold Bourell	....
KANSAS CITY	KCKN	1310	250	KCKN Broadcasting Co. 901 N. Eighth St. Drexel 4300	....	W. A. Bailey Ellis Atteberry	George Engelter Ruth Kendall C. E. Salzer	Capper
LAWRENCE	*KFKU	1220 ST-WREN	5,000–LS 1,000–N	University of Kansas Campus KU-146	....	U. of Kansas Harold G. Ingham	....	....
	WREN	1220 ST-KFKU	5,000–LS 1,000–N	WREN Broadcasting Co. Inc. WREN Bldg. 110	NBC-Blue	Vernon H. Smith Vernon H. Smith Ernest Pontius	Verl Bratton John Bondeson Carl Bleisner	Wilson
MANHATTAN	*KSAC	580 ST-WIBW	1,000–LS 500–N	Kansas State College College Campus 2236	....	Kansas State College H. Umberger	L. L. Longsdorf .... R. L. Meisenheimer	....
PITTSBURG	KOAM	790	1,000–D	Pittsburg Broadcasting Co. Inc. Commerce Bldg. 2165	NBC	E. V. Baxter R. E. Wade J. A. Schnell	Bruce Robertson Marcell Stewart W. L. Brown	Furgason & Walker
SALINA	KSAL	1500 CP-1120	250–LS 100–N CP-1,000–LS CP-500–N	KSAL Inc. Journal Bldg. 100	....	R. J. Laubengayer Owen H. Balch Helen Fagerstrom	Sidney B. Tremble Helen Fagerstrom N. E. Vance Jr.	....
TOPEKA	WIBW	580 ST-KSAC	5,000–LS 1,000–N	Topeka Broadcasting Assn. Inc. 1035 Topeka Blvd. 32377	CBS	Marco Murrow Ben Ludy Ben Ludy	.... Karl Troeglen	Capper Biddick
WICHITA	KANS	1210	250	KANS Broadcasting Co. Hotel Lassen 4-2387	NBC	Herb Hollister Don Searle Jack Todd Jack Todd	Evan Fry Phil McKnight J. Herbert Hollister	Katz
	KFBI	1050 L-KNX	5,000	Farmers & Bankers Bcstg. Corp. Farmers & Bankers Bldg. 2-1447	....	H. K. Lindsley Herb Hollister	.... K. W. Pyle	Wilson
	KFH	1300	5,000–LS 1,000–N	Radio Station KFH Co. York Rite Temple Bldg. 3-5254	CBS	John Rigby Marcellus M. Murdock Plez S. Clark	Vernon E. Reed Clark A. Luther Amos A. Dadisman	Petry

KENTUCKY

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Numbers	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
ASHLAND	WCMI	1310	250	Ashland Broadcasting Co. WCMI Radio Bldg. Main 3010	MBS Southern	Gilmore N. Nunn Robert MacKenzie Robert MacKenzie	Mark Williams Robert MacKenzie Harry J. Harris	Perry
BOWLING GREEN	WLBJ (Construction permit)	1310	250	Bowling Green Bcstg. Co. Bowling Green	....	Lee B. Jenkins	....	
HOPKINSVILLE	WHOP	1200	250	Paducah Broadcasting Co. Inc. Hopkinsville	....	Pierce E. Lackey Hecht S. Lackey Hecht S. Lackey	.... C. G. Sims	....
LEXINGTON	WLAP	1420	250–LS 100–N	American Bcstg. Corp. of Ky. Radio Bldg. 1721	MBS Southern	Gilmore N. Nunn Ted Grizzard Ed Willis	Ted Grizzard Gilmore Nunn Sanford Helt	Perry
LOUISVILLE	WAVE	940	1,000	WAVE Inc. Brown Hotel Jackson 8391	NBC	George W. Norton Jr. Nathan Lord James F. Cox	George C. Patterson George C. Patterson Wilbur Hudson	Free & Peters
	WHAS	820	50,000	Louisville Times Co. 3rd & Liberty Sts. Wabash 2211	CBS	G. Barry Bingham W. Lee Coulson Joe Eaton	Robert L. Kennett John Hoagland Orrin W. Towner	Petry
	WINN (Construction permit)	1210	250–LS 100–N	Kentucky Broadcasting Corp. 310 S. Fifth St.	....	D. E. Kendrick	....	....
	WGRC (New Albany, Ind.)	1370	250	Northside Broadcasting Corp. Kentucky Home Life Bldg. Wabash 3343	MBS Southern	S. A. Cisler Jr. S. A. Cisler Jr. J. Porter Smith	Charles Schroeder C. L. Harris William Tharp	Burn-Smith
OWENSBORO	WOMI	1500	250	Owensboro Bcstg. Co. Byars Ave. & Livermore Rd. 420	....	Lawrence W. Hager Hugh O. Potter Hugh O. Potter	Lee Carl Meridith LeRoy Woodward Earl Jagoe	....
PADUCAH	WPAD	1420	250	Paducah Broadcasting Co. Inc. Box 1920 4100	....	Pierce E. Lackey Pierce E. Lackey W. Prewitt Lackey	Gene Peak W. Prewitt Lackey C. G. Sims	Cox & Tanz

THINGS ARE "SUB" IN NORMAL (Ky.)!

It's really no reflection on the few people who live in Normal, or Chicken Bristle, or Cub Run (Ky.) that their purchasing power isn't so *powerful*. It simply means that you're not missing so much, by reason of WAVE's inability to cover them (or the residents of *other* sparsely-settled sections of Kentucky). But the other side of this picture is that WAVE does a perfectly swell job of covering the Louisville Trading Area—the Area that buys more than twice as much as all the rest of the State, *combined!* And covers this Area at approximately *half* the cost of any other medium! . . . Shall we send you the whole story? You'll be intensely interested!

An N. B. C. Outlet . . . ***FREE & PETERS, INC.,*** *National Representatives*

Station WAVE Louisville

INCORPORATED

1000 WATTS

940 K. C.

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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LOUISIANA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Numbers	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
ALEXANDRIA	KALB	1210	250	Alexandria Broadcasting Co. 3rd & Jackson Sts. 55	Louisiana	W. H. Allen C. Edly Rogers C. Edly Rogers	Gordon Loudon Edgar Cappellini Truman L. Stanley	....
BATON ROUGE	WJBO	1120	500 CP-1,000	Baton Rouge Broadcasting Co. Magnolia & Fifth Sts. 3647	NBC-Blue Louisiana	Charles P. Manship Sr. H. Vernon Anderson J. Roy Dabadie	Ralph H. Sims William H. Bland Jr. Wilbur T. Golson	Hollingbery
LAFAYETTE	KVOL	1310	250	Evangeline Broadcasting Co. 330 Jefferson St. 1280	Louisiana	Morgan Murphy George H. Thomas Robert A. Escudier	A. B. Craft Mrs. Lela A. Turner J. G. Cooper	....
LAKE CHARLES	KPLC	1500	250	Calcasieu Broadcasting Co. Majestic Hotel 82	Louisiana	T. B. Lanford C. R. Porter Frank Carroll	Walter Melson .... E. C. Moses	....
MONROE	KMLB	1200	250	Liner's Broadcasting Station Inc. Frances Hotel 4321	Louisiana	J. C. Liner Sr. J. C. Liner Jr. J. C. Liner Jr.	Don Breitenmoser J. C. Liner Jr. O. L. Morgan	....
NEW ORLEANS	WDSU	1250	1,000	WDSU Inc. Hotel Monteleone Raymond 7135	NBC-Blue Louisiana	J. H. Uhalt J. H. Uhalt P. K. Ewing	Billy Elliott P. K. Ewing Kenith Ervin	Blair
	WJBW	1200-SH	100	Charles C. Carlson 92 Fountain Bleau Drive Franklin 0644	....	Charles C. Carlson Charles C. Carlson Charles C. Carlson	Elsie Carlson .... Charles C. Carlson	....
	WNOE	1420	250	WNOE Inc. St. Charles Hotel Raymond 0423	....	James A. Noe Raymond F. Hufft Clarke Alexander	Hubert J. Grant Clarke Alexander C. E. Davidson	....
	WSMB	1320	5,000-LS 1,000-N CP-5,000-U	WSMB Inc. 901 Canal St. Magnolia 5921	NBC-Red	E. V. Richards Harold Wheelahan T. J. Fontelieu	Bill Brengel H. Wheelahan H. G. Nebe	Petry
	WWL	850-SA	50,000	WWL Development Co. Inc. Roosevelt Hotel Raymond 2196	CBS	Andrew Fitzpatrick W. H. Summerville Albert J. Cummings	James V. Willson A. Louis Read J. D. Bloom Jr.	Katz
SHREVEPORT	KRMD	1310	250	Radio Station KRMD Inc. New Jefferson Hotel 6171	Louisiana	R. M. Dean Glenn V. Wilson David R. Wilson	Elizabeth Alford .... W. J. Wilkinson Jr.	....
	KTBS	1450	1,000	Tri-State Broadcasting System Commercial Bldg. 2-8711	NBC-Red Tri-State	John D. Ewing John C. McCormack J. A. Oswald	B. G. Robertson B. G. Robertson C. H. Maddox	Branham
	KWKH	1100	50,000	Tri-State Broadcasting Corp., Inc. Commercial Bldg. 2-8711	CBS Tri-State	John D. Ewing John C. McCormack J. A. Oswald	Fred Ohl B. G. Robertson W. E. Antony	Branham

MAINE

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Numbers	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
AUGUSTA	WRDO	1370	100	WRDO Inc. 175 Water St. 2285	NBC MBS Yankee	George F. Kelley Jr. Jack S. Atwood	Jack S. Atwood Walter W. Weightman Harold T. Dinsmore	Weed
BANGOR	WABI	1200	250	Community Broadcasting Service 57 State St. 6658	CBS	F. B. Simpson R. M. Wallace R. M. Wallace	Maurice Dolbier .... Nelson Lawson	Furgason & Walker
	WLBZ	620	1,000-LS 500-N	Maine Broadcasting Co. Inc. 100 Main St. 6023	NBC MBS Yankee Colonial	Thompson L. Guernsey Thompson L. Guernsey Edward E. Guernsey	Norman Lambert .... Bernard Kellom	Weed
LEWISTON	WCOU	1210	250	Twin City Broadcasting Co. Inc. 223 Lisbon St. 3040	MBS Yankee Colonial	Faust Couture Guy P. Ladoucer Guy P. Ladoucer	Elden H. Shute Jr. .... Leslie R. Hall	Forjoe
PORTLAND	WCSH	940	2,500-LS 1,000-N	Congress Square Hotel Co. 579 Congress St. 3-9667	NBC Yankee	Adeline B. Rines George F. Kelley Jr. Linwood T. Pitman	Albert W. Smith Linwood T. Pitman George F. Crandon	Weed
	WGAN	640 L-KFI	500	Portland Bcstg. System Inc. Columbia Hotel 2-7489	CBS	Guy P. Gannett Creighton E. Gatchell Creighton E. Gatchell	Richard E. Bates .... Roger W. Hodgkins	Raymer
PRESQUE ISLE	WAGM	1420-SH	100	Aroostook Broadcasting Corp. Northern National Bank Bldg. 8821	....	H. J. McGuire R. W. MacIntosh Lester E. Hughes	Ted Coffin .... A. C. Hughes	Cox & Tanz

MARYLAND

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Numbers	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
BALTIMORE	WBAL	1060†	10,000	WBAL Broadcasting Co. Lexington Bldg. Plaza 4900	NBC-Blue MBS	Hearst Radio Inc. Harold C. Burke Harold C. Burke	Paul Girard G. W. Shults Gerald W. Cooke	International
	WCAO	600	1,000-LS 500-N	Monumental Radio Co. 811 W. Lanvale St. Madison 7222	CBS	Lewis M. Milbourne L. Waters Milbourne L. Waters Milbourne	Gordon Scheihing L. Waters Milbourne Martin L. Jones	Raymer

† WBAL holds special experimental authorization to operate simultaneously until 9 p.m. with KTHS, Hot Springs, on 1060 kc.; then it synchronizes with WJZ, New York, on 760 kc. with 2,500 watts.

WBAL

means business

in Baltimore

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

**—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. STN—Shares Time Night. SH—Specified Hours. SHN—Specified Hours Night. LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization. U—Unlimited. CP—Construction Permit Issued.*

(Data corrected to January 15, 1940)

MARYLAND—(Continued)

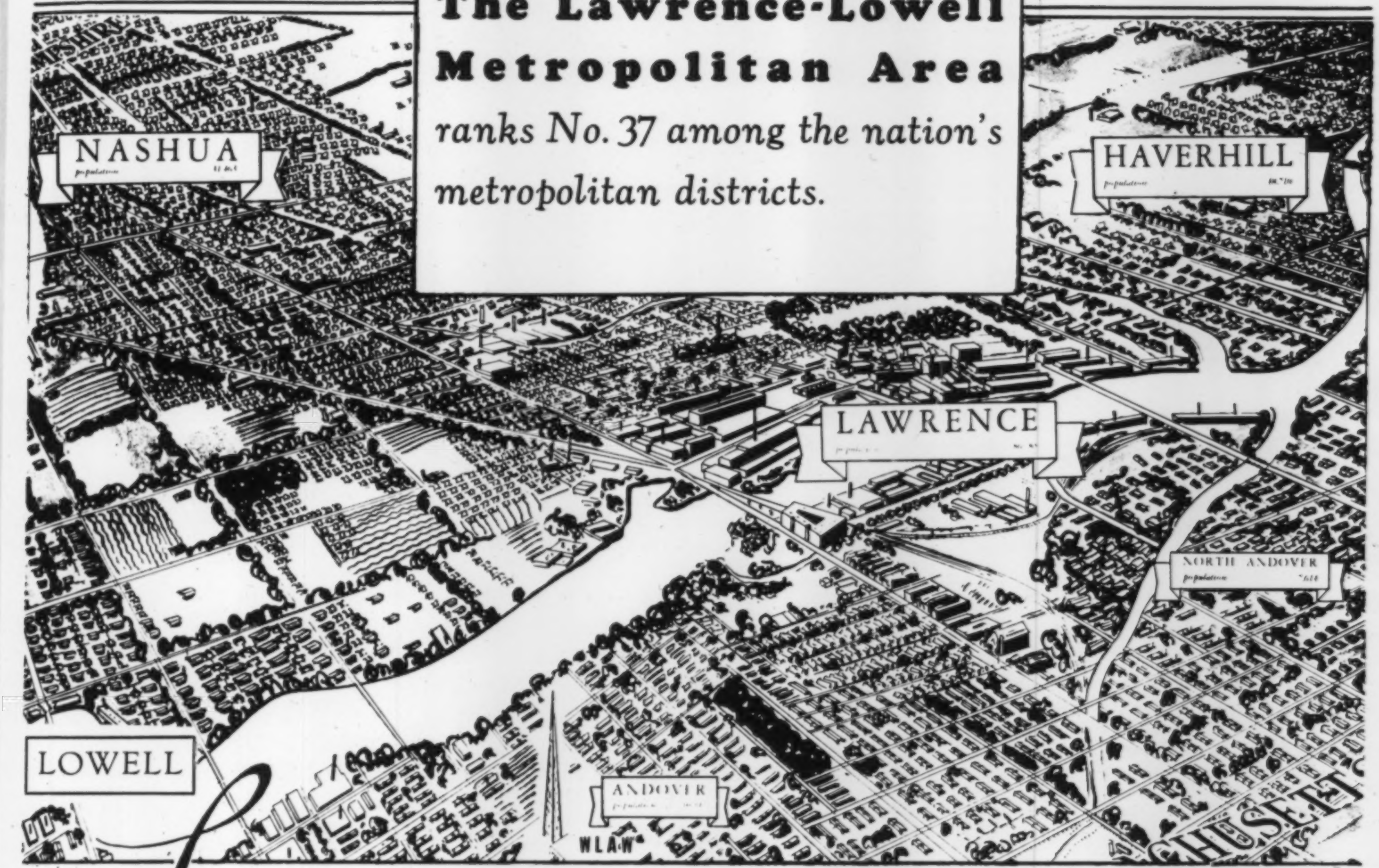
City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Numbers	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
BALTIMORE (Continued)	WCBM	1370	250	Baltimore Broadcasting Corp. North & Hanford Ave. Calvert 2840	Intercity	John Elmer George H. Roeder John Elmer	.... G. Porter Houston	....
	WFBR	1270	5,000-LS 1,000-N	Baltimore Radio Show Inc. 10 E. North Ave. Vernon 6900	NBC-Red	Robert S. Maslin Hope H. Barroll Jr. Purnell Gould	Bert Hanauer Robert S. Maslin Jr. William Q. Ranft	Petry
CUMBERLAND	WTBO	800	250-D	Associated Broadcasting Corp. Commercial Bank Bldg. 299	Quaker	Frank V. Becker Frank V. Becker William Mullen	Stewart Phillips F. V. Becker George Lenhert	McGillvra
FREDERICK	WFMD	900	500-D	Monocacy Broadcasting Co. Winchester Hall 1466	....	Laurence Leonard A. V. Tidmore Arthur Symons	Robert L. Longstreet Arthur Symons John A. Fels	....
HAGERSTOWN	WJEJ	1210	250	Hagerstown Broadcasting Co. Franklin Court 2322	....	Arthur L. Blessing Grover C. Crilley Grover C. Crilley	William Paulsgrove Grover C. Crilley Harold G. Brewer	....
SALISBURY	WSAL	1200	250-D	Frank M. Stearns 315 E. Main St. 1540	....	Frank M. Stearns Frank M. Stearns Frank M. Stearns	Deane S. Long .... Edward J. Hagert	....

MASSACHUSETTS

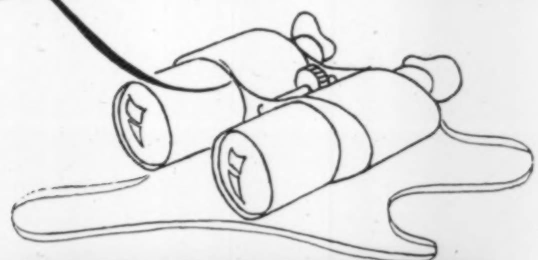
City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Numbers	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
BOSTON	WAAB	1410	1,000	Yankee Network Inc. 21 Brookline Ave. Commonwealth 0800	MBS Colonial	John Shepard 3rd Roy Harlow Linus Travers William Warner	Linus Travers Gerald Harrison F. Carleton McVarish Frank P. Foster II Irving P. Robinson Paul deMars	Petry
	WBZ (Synchronizes with WBZA, Springfield)	990	50,000	Westinghouse Elec. &. Mfg. Co. 275 Tremont St. Hancock 4261	NBC-Blue	Westinghouse—NBC John A. Holman Frank R. Bowes	John F. McNamara George A. Harder Dwight A. Myer	NBC
	WCOP	1120	500-D	Massachusetts Broadcasting Corp. Copley Plaza Hotel Commonwealth 1717	American	Harold A. Lafount Gerald H. Slattery Gerald H. Slattery	Katherine F. Batchelder Gerald H. Slattery Whitnam N. Hall	Headley-Reed
	WEEI	590	5,000	Columbia Broadcasting System 182 Tremont St. Hubbard 2323	CBS	CBS—Harold E. Fellows Harold E. Fellows Kingsley F. Horton	Lloyd G. del Castillo George R. Dunham Jr. Philip K. Baldwin	Radio Sales
	WHDH	830	1,000-D	Matheson Radio Co. Inc. Hotel Touraine Hancock 0900	....	John J. Matheson Ralph G. Matheson Ralph G. Matheson	Victor Kirby John J. Matheson Watson Kownaski	McGillvra
	WMEX	1500 CP-1470	250 CP-5,000	Northern Corp. 70 Brookline Ave. Commonwealth 3900	Intercity	John E. Reilly Alfred J. Pote William S. Pote	John E. Reilly S. Alfred Wasser Alfred J. Pote	....
	WNAC	1230	5,000-LS 1,000-N	Yankee Network Inc. 21 Brookline Ave. Commonwealth 0800	NBC-Red Yankee	John Shepard 3rd Roy Harlow Linus Travers	Gerald Harrison F. Carleton McVarish Frank P. Foster II Irving B. Robinson Paul deMars	Petry
	WORL	920	500-D	Broadcasting Service Organization 610 Beacon St. Commonwealth 5100	....	Harold A. Lafount George Lasker Ashley L. Robison	Robert Perry .... George Luckey	Forjoe Burn-Smith
FALL RIVER	WSAR	1450	1,000	Doughty & Welch Elec. Co. Inc. Academy of Music Bldg. 450	MBS Yankee Colonial	William T. Welch William T. Welch Leonard C. Cox	Josephine Y. Welch Francis J. McLaughlin John C. Pavao	Furgason & Walker
GREENFIELD	WHAI	1210	250	John W.Haigis 354 Main St. 4301	MBS Yankee Colonial	John W. Haigis James L. Spates James L. Spates	Warren M. Greenwood Hal Goodwin James L. Spates	McGillvra
LAWRENCE	WLAW	680	1,000-D	Hildreth & Rogers Co. 278 Essex St. 4107	....	Alexander H. Rogers Irving E. Rogers David M. Kimel	H. Harrison Flint M. William Noble .... Herbert W. Brown	Furgason & Walker
LOWELL	WLLH	1370	250	Merrimac Broadcasting Co. Inc. Rex Center, Lowell Cregg Bldg., Lawrence Lowell, 8715 Lawrence, 2-2148	MBS Yankee Colonial	A. S. Moffat Robert F. Donahue Haskell Bloomberg	Tom Clayton Robert Donahue Anthony Michaels	Petry
NEW BEDFORD	WNBH	1310	250	E. Anthony & Sons Inc. 251 Union St. 5533	MBS Yankee Colonial	Times-Mercury Irving Vermilya Paul Stiles	Paul Stiles Paul Stiles Clyde Pierce	....
PITTSFIELD	WBRK	1310	250	Harold Thomas 8 Bank Row 2-1553	MBS Yankee Colonial	Harold Thomas Harold Thomas Bruff W. Olin	Walcott Wyllie Bruff W. Olin Norman Blake	Furgason & Walker
SALEM	WESX	1200	100	North Shore Broadcasting Co. 126 Washington St. 5678	....	Charles W. Phelan Van D. Sheldon Robert Taylor	Majorie W. Leadbetter Ray Willey Richard I. Hammond	....
SPRINGFIELD	WBZA (Synchronizes with WBZ, Boston)	990	1,000	Westinghouse Elec. & Mfg. Co. 140 Chestnut St. 3-8336	NBC-Blue	Westinghouse—NBC John A. Holman Frank R. Bowes	John F. McNamara George F. Harder Harold Randal	NBC
	WMAS	1420	250	WMAS Inc. Hotel Charles 7-1414	CBS	Albert S. Moffat Albert W. Marlin Albert W. Marlin	F. Turner Cooke .... Earl G. Hewinson Sr.	Petry
	WSPR	1140 L-KVOO-WAPI	500	WSPR Inc. 63 Chestnut St. 6-2757	MBS Yankee Colonial	Quincy A. Brackett Quincy A. Brackett Milton W. Stoughton	Wayne Henry Latham .... Hillis W. Holt	Hollingbery

The Lawrence-Lowell Metropolitan Area

ranks No. 37 among the nation's metropolitan districts.



Let's Look a little Closer at Lawrence



Lawrence, with Lowell and Haverhill, forms one continuous city of 332,000 people, for which Lawrence is one principal shopping center. This population figure is derived from figures of the Bureau of the Census based on Metropolitan Areas defined by the same source.

Lawrence alone ranks as the leading city of the United States in the production of woolens and worsteds and the combined manufactures of the three cities provide payrolls of $44,000,000 a year. Retail sales exceed $86,000,000. All of this is within the 10 MV/M signal of WLAW, which provides the only primary service available to the combined cities.

WLAW delivers a large part of the Lawrence-Lowell-Haverhill audience at all times of the day. Newscasting has the aid of the full facilities of the *Lawrence Daily Eagle* and *Evening Tribune,* with the greatest circulation in Essex County. The combined station and newspaper resources provide a merchandising service that is not excelled.

RADIO STATION

WLAW

Studios & Offices: OSWALD Bldg.
Lawrence, Massachusetts

680 Kilocycles • 1,000 Watts

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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(Data corrected to January 15, 1940)

MASSACHUSETTS—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Numbers	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
WORCESTER	WORC	1280	500	Alfred Frank Kleindienst 65 Elm St. 5-3101	CBS	Alfred Frank Kleindienst Mildred P. Stanton Lawrence J. Miron	William Brennan .... Edgar L. Marven	Weed
	WTAG	580	1,000 CP-5,000-LS	Worcester Telegram Publishing Co. 18 Franklin St. 5-4321	NBC-Red Yankee	George F. Booth E. E. Hill	William T. Cavanaugh Robert W. Booth Hobart H. Newell	Petry
YARMOUTH	WOCB (Construction permit)	1210	250	Cape Cod Broadcasting Co. Yarmouth 775	....	{Harriett M. Alleman {Helen W. MacLellan Harriett M. Alleman	....	....

MICHIGAN

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Numbers	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
BATTLE CREEK	WELL	1420	100	Enquirer-News Co. 1 W. Michigan Ave. 5655	Michigan (NBC-Blue)	A. L. Miller D. E. Jayne F. F. Owen	A. H. Haight .... R. B. Roof	Burn-Smith
BAY CITY	WBCM	1410	1,000-LS 500-N	Bay Broadcasting Co. Inc. 104 Center Ave. 4700	Michigan (NBC-Blue)	Harley D. Peet H. A. Giesel Milton Greenebaum	Jack Parker A. F. Huebner Ralph H. Carpenter	Hollingbery
CALUMET	WHDF	1370	250	Upper Michigan Bcstg. Co. Hotel Scott, Hancock, Mich. Houghton 1	....	A. L. Burgan John W. Rice Merrill F. Trapp	Albert W. Payne Merrill F. Trapp George L. Burgan	Mitchell & Ruddell
DETROIT	WJBK	1500	250	James F. Hopkins, Inc. 6559 Hamilton Ave. Trinity 2-2000	....	James F. Hopkins James F. Hopkins Arthur C. Croghan	Sybil Kreighoff .... Paul Frincke	....
	WJR	750	50,000	WJR, The Goodwill Station Fisher Bldg. Madison 4440	CBS	G. A. Richards Leo Fitzpatrick Owen F. Uridge	Geraldine Elliott .... Andrew Friedenthal	Petry
	WMBC	1420	250	Michigan Broadcasting Co. Inc. 7310 Woodward Ave. Madison 9100	....	John Lord Booth John Lord Booth	Hy Steed Hy Steed Edward Clark	....
	WWJ	920	5,000-LS 1,000-N	Evening News Association 624 W. Lafayette Randolph 2000	NBC-Red	W. E. Scripps William J. Scripps Harry Bannister	Mel Wissman .... Walter Hoffman	Hollingbery
	WXYZ	1240	5,000-LS 1,000-N	King-Trendle Broadcasting Corp. Stroh Bldg. Cherry 8321	NBC-Blue Michigan	George W. Trendle H. Allen Campbell Harry Sutton Jr.	James G. Riddell Charles C. Hicks Roy Gardner	Raymer
	CKLW (Windsor, Ont.)	1030	5,000	Western Ontario Bcstg. Co. Ltd. Union Guardian Bldg. Cadillac 7200	CBC	Malcom G. Campbell J. E. Campeau L. J. Du Mahaut	John Gordon Gordon B. Castle William G. Carter	McGillvra
EAST LANSING	*WKAR	850	1,000-D CP-5,000-D	Michigan State College East Lansing 5-9113	....	Michigan State College Robert J. Coleman	Robert J. Coleman .... Norris Grover	....
FLINT	WFDF	1310	100	Flint Broadcasting Co. Union Industrial Bldg. 2-7158	Michigan (NBC-Blue)	Frank D. Fallain Howard M. Loeb F. S. Loeb	Adrian S. Cooper R. V. Osgood Frank D. Fallain	Burn-Smith
GRAND RAPIDS	WOOD- WASH	1270	500	King Trendle Broadcasting Corp. Grand Rapids National Bank Bldg. 9-4211	NBC Michigan	George W. Trendle Stanley W. Barnett Stanley W. Barnett	Sandy Meek David H. Harris Fred W. Russell	Raymer
IRONWOOD	WJMS	1420	250	Mich.-Wis. Bcstg. Co. Inc. 124 E. McLeod Ave. 20	....	William L. Johnson N. C. Ruddell N. C. Ruddell	Harry Wills .... R. L. Johnson	Mitchell & Ruddell
JACKSON	WIBM	1370	250	WIBM Inc. Hotel Hayes 6121	Michigan (NBC-Blue)	Herman Radner Roy Radner Roy Radner	Wilbur C. Dunn .... Charles Wirtenan	....
KALAMAZOO	WKZO	590	1,000-D CP-1,000-U	WKZO Inc. 124 W. Michigan Ave. 3-1223	Michigan	John E. Fetzer John E. Fetzer	Merlin Stonehouse Ted Matthews Edwin Rector	Wilson
LANSING	WJIM	1210	250	WJIM Inc. City National Bldg. 2-1333	Michigan (NBC-Blue)	Harold F. Gross Harold F. Gross Harold F. Gross	Robert Innes .... Asa Adkins	....
LAPEER	*WMPC	1200-SH	250	First Methodist Protestant Church 803 Liberty St. 455J	....	First Methodist Church Frank S. Hemingway	Frank S. Hemingway .... Hollis F. Hayes	....
MARQUETTE	WDMJ	1310	250	Lake Superior Bcstg. Co. 146 W. Washington 616	....	Frank J. Russell Jr. Gordon H. Brozek Gordon H. Brozek	William Croker Jr. .... Gordon H. Brozek	....
MUSKEGON	WKBZ	1500	250	Ashbacker Radio Corp. Michigan Theatre Bldg. 26-051	....	Grant F. Ashbacker Grant F. Ashbacker Grant F. Ashbacker	Rolland Van Wyck Loran A. Haney George Krivitzky	Burn-Smith
PONTIAC	WCAR	1100	1,000-D	Pontiac Broadcasting Co. Riker Bldg. 7141	....	Harold E. Howlett H. Y. Levinson W. K. Bailey	Stanley N. Schultz W. K. Bailey Wiley D. Wenger	....
PORT HURON	WHLS	1370	250	Port Huron Broadcasting Co. 932 Military St. 6191	....	{Harmon L. Stevens {Herman L. Stevens Angus D. Pfaff Angus D. Pfaff	Harmon L. Stevens Harmon L. Stevens Wayne McDonnell	....
ROYAL OAK	WEXL	1310	50	Royal Oak Broadcsting Co. 212 W. Sixth St. 0815	....	George B. Hartrick Ellis C. Thompson Ellis C. Thompson	Kirk Knight .... Joseph L. McFarland	....
SAGINAW	WHAL (Construction permit)	950	500-D	Harold F. Gross & E. C. Shields Saginaw	....	{Harold F. Gross {Edmund C. Shields	....	....
	WSAM (Construction permit)	1200-SH	250-LS 100-N	Saginaw Broadcasting Co. Saginaw	....	Milton L. Greenebaum	....	....
SAULT STE MARIE	WSOO (Construction permit)	1200	250-LS 100-N	Hiawathaland Bcstg. Co. Sault Ste. Marie	....	Vernon W. Atkins	....	....

WXYZ • DETROIT

To Your Own Specifications

In Detroit, America's rich and most responsive big radio market . . . Basic Station NBC Blue . . . Originator and key station for award-winning programs of national circulation . . . Proved showmanship . . . Expert merchandising co-operation . . . Always a standout buy . . . Today, with upped daytime power and with new transmitter facilities adding greatly to 1000-watt night-time coverage, commandingly your first choice in Detroit.

KING-TRENDLE
BROADCASTING CORPORATION

NEW RCA TRANSMITTER—5000 WATTS Daytime, 1000 WATTS Nights

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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MINNESOTA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Numbers	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
ALBERT LEA	KATE	1420	250	Albert Lea Broadcasting Co. 330 S. Broadway 2338	....	E. L. Hayek E. L. Hayek Warner C. Tidemann	Sherman Booen Warner C. Tidemann George H. Church	....
DULUTH	KDAL	1500	250-LS 100-N	Red River Broadcasting Co. Bradley Bldg. Melrose 2230	CBS	Dalton Le Masurier Dalton Le Masurier A. H. Flaten	Gilbert Fawcett Sam L. Levitan Robert A. Dettman	....
	WEBC	1290	5,000-LS 1,000-N	Head of the Lakes Bcstg. Co. WEBC Bldg. Melrose 1537	NBC MBS Arrowhead	Morgan Murphy Walter C. Bridges Thomas W. Gavin	.... Charles Persons	Hollingbery
FERGUS FALLS	KGDE	1200	250-LS 100-N	Charles L. Jaren Fergus Falls 898	....	Charles L. Jaren Charles L. Jaren Charles L. Jaren	A. B. Woodard	....
HIBBING	WMFG	1210	250	Head of the Lakes Bcstg. Co. Inc. Androy Hotel 1150	CBS Arrowhead	Morgan Murphy H. S. Hyett H. S. Hyett	H. S. Hyett .... C. B. Persons	....
MANKATO	KYSM	1500	250	F. B. Clements & Co. 101 N. Second St. 4673	Minnesota NBC	F. B. Clements Ray E. Schwartz Ray E. Schwartz	John Hanssen .... Harbert D. Kimberly	Wilson
MINNEAPOLIS-ST. PAUL	KSTP	1460	10,000-N 50,000-LS CP-50,000-U	National Battery Bcstg. Co. St. Paul Hotel Cedar 5511	NBC-Red Minnesota	Stanley E. Hubbard Kenneth M. Hance Ray C. Jenkins	Corinne Jordan Fred Laws {Hector R. Skifter {Leslie H. Carr	Petry
	WCCO	810	50,000	Columbia Broadcasting System 625 Second Ave. S. Main 1202	CBS	CBS—Earl H. Gammons Earl H. Gammons Carl J. Burkland	Hayle C. Cavanor Robert L. Hutton Jr. Hugh S. McCartney	Radio Sales
	WDGY	1180 L-KEX	5,000-LS 1,000-N	George W. Young Hotel Nicollet Bridgeport 7777	MBS	George W. Young George W. Young	....	Rambeau
	*WLB	760 ST-WCAL	5,000-D	University of Minnesota Minneapolis Main 8177	....	U. of Minnesota Burton Paulu	Charles T. Harrell .... Waldemar Klima	....
	WMIN	1370	250	WMIN Broadcasting Co. 1287 St. Anthony Ave. Nestor 6501	....	Edward Hoffman Edward Hoffman Edward Hoffman	Frank Devaney Frank Devaney Stanton H. Allison	....
	WTCN	1250	5,000-LS 1,000-N	Minnesota Broadcasting Corp. Wesley Temple Bldg. Main 6562	NBC-Blue	{Minneapolis Tribune {St. Paul Dispatch- { Pioneer Press Clarence T.Hagman Lee L. Whiting	Robert DeHaven .... John M. Sherman	Free & Peters
MOORHEAD	KVOX	1310	250	KVOX Broadcasting Co. Inc. Comstock Hotel Fargo, N.D. 3-1523	....	R. K. Herbst M. M. Marget R. Steinly Jr.	Arv Johnson R. Steinly Jr. Robert Schulz	....
NORTHFIELD	*WCAL	760 ST-WLB	5,000	St. Olaf College Northfield 731-J	....	L. W. Boe M. C. Jensen	A. B. Sandquist .... M. C. Jensen	....
ROCHESTER	KROC	1310	250	Southern Minnesota Bcstg. Co. 100 First Ave. 2727	Minnesota NBC	Gregory Gentling Gregory Gentling E. Anson Thomas	{Dwight Merriam {Gerald H. Wing Maxine Jacobs Fred C. Clarke	McGillvra
ST. CLOUD	KFAM	1420	250	Times Publishing Co. 712½ St. Germain St. 3330	Minnesota NBC	Fred Schilplin George B. Bairey Edgar Parsons	George B. Bairey Edgar Parsons Robert Witschen	....
VIRGINIA	WHLB	1370	250	Head of the Lakes Bcstg. Co. WHLB Bldg. 2000	CBS Arrowhead	Morgan Murphy Barney Irwin Barney Irwin	Wayne Byers William J. Lofback C. P. Persons	....
WINONA	KWNO	1200	250	Winona Radio Service 216 Center St. 3314	....	M. H. White L. L. McCurnin L. L. McCurnin	L. A. Gifford Bob Owens Maurice Reutter	....

MISSISSIPPI

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Numbers	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
GREENVILLE	WJPR	1310	250	John R. Pepper 107 S. Poplar St. 1770	....	John R. Pepper Paul Thompson Paul Thompson	Burt Ferguson Frank Baldwin Charlie Mathis Jr.	....
GREENWOOD	WGRM	1210	250	P. K. Ewing Greenwood 1717	....	P. K. Ewing W. E. Williams P. K. Ewing	Harry Ridgley .... C. A. Perkins	....
GULFPORT	WGCM	1210	250-LS 100-N	WGCM Inc. Hotel Markham 1111	....	P. K. Ewing F. C. Ewing F. C. Ewing	Charles Saunders F. C. Ewing George Wilson	Burn-Smith
HATTIESBURG	WFOR	1370	250-LS 100-N	Forrest Broadcasting Co. 302 Hemphill St. 1866	....	C. J. Wright C. J. Wright C. J. Wright	Les Carmichael .... C. H. Dyess	....
JACKSON	WJDX	1270	5,000-LS 1,000-N	Lamar Life Insurance Co. P. O. Box 2161 2-1183	NBC	Lamar Life Insurance Co. Wiley P. Harris C. A. Lacy Jr.	Maurice Thompson Frank Gentry Percy G. Root	Hollingbery
	WSLI	1420	250	Standard Life Bcstg. Co. Robert E. Lee Hotel 3-2788	....	George W. Covington L. M. Sepaugh F. E. Wilkerson Jr.	Vassar Dubard T. H. Lathrop George McInnis	....

Dominant

IN THE 8th RETAIL MARKET

KSTP 50,000 WATTS

NBC BASIC RED NETWORK

MINNEAPOLIS ● ST. PAUL, MINN.

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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MISSISSIPPI—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Numbers	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
LAUREL	WAML	1310	250	New Laurel Radio Station Inc. 312½ Central Ave. 288	....	D. A. Matison Hugh M. Smith Hugh M. Smith	Billy Tracy .... A. A. Touchstone	....
McCOMB	WSKB	1200	100	McComb Broadcasting Co. McColgan Hotel 37	....	{Robert Louis Sanders {George Blumenstock George Blumenstock George Blumenstock	Virginia Bunch Jess Wilson Robert Louis Sanders	....
MERIDIAN	WCOC	880	1,000	Mississippi Broadcasting Co. Inc. Strand Bldg. 1042	CBS	D. W. Gavin D. W. Gavin D. W. Gavin	Mrs. D. W. Gavin D. W. Gavin D. W. Gavin	....
VICKSBURG	WQBC	1360	1,000–D	Delta Broadcasting Co. Inc. Hotel Vicksburg 312	....	L. P. Cashman O. W. Jones O. W. Jones	Jeff Hester L. L. Miller C. E. Drake	....

MISSOURI

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Numbers	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
CAPE GIRARDEAU	KFVS	1370	250	Oscar C. Hirsch 324 Broadway 2104	....	Oscar C. Hirsch Oscar C. Hirsch Ralph L. Hirsch	Virginia Bahn Ralph L. Hirsch O. C. Hirsch	....
COLUMBIA	KFRU	630	1,000–LS 500–N	KFRU Inc. 9th & Elm Sts. 4141	....	Elzey Roberts C. L. Thomas Clarence Cosby	George Guyan Jack Roth Robert Haigh	Weed
JEFFERSON CITY	KWOS	1310	250	Tribune Printing Co. 210 Monroe St. 4000	....	R. C. Goshorn R. L. Rose R. L. Rose	John J. Corrigan .... J. C. Haynes	Sears & Ayer
JOPLIN	WMBH	1420	250	Joplin Broadcasting Co. Keystone Hotel 330	....	D. J. Poynor D. J. Poynor W. H. Clark	Stella Lukens Everette Smart Baxter Burris	Sears & Ayer
KANSAS CITY	KCMO	1450	1,000–U CP-5,000–LS	KCMO Broadcasting Co. Commerce Bldg. Victor 0900	....	Tom L. Evans Jack Stewart Jack Stewart	James Coy Jack Stewart L. C. Sigmon	....
	KITE	1530	1,000	First National Television Inc. Fidelity Bldg. Harrison 5818	....	D. E. Kendrick Gene Wyatt Gene Wyatt	Frank Dent Harold Scott Wayne Hatchett	Radio Advertising
	KMBC	950	5,000–LS 1,000–N CP-5,000–U	Midland Broadcasting Co. Pickwick Hotel Harrison 2650	CBS	Arthur B. Church Karl R. Koerper Karl R. Koerper	Felix Adams M. F. Allison A. R. Moler	Free & Peters
	WDAF	610	5,000	Kansas City Star Co. 1729 Grand Ave. Harrison 1200	NBC-Red	George B. Longan H. Dean Fitzer R. Gardner Reames	Harry J. Kaufmann R. Gardner Reames J. A. Flaherty	Petry
	WHB	860	1,000–D	WHB Broadcasting Co. Scaritt Bldg. Harrison 1161	MBS	Donald D. Davis John T. Schilling Donald D. Davis	Dick Smith M. H. Straight Henry Goldenberg	Furgason & Walker Biddick
	WREN	1220 ST-KFKU	5,000–LS 1,000–N	**(See Lawrence, Kan.)**				
POPLAR BLUFF	KWOC	1310	250	Radio Station KWOC 214 Poplar St. 1310	....	O. A. Tedrick Bill Bates P. H. Cunningham	Bill Tedrick P. H. Cunningham Don Lidenton	....
ST. JOSEPH	KFEQ	680 L-KPO	2,500–LS 500–N	KFEQ Inc. Schneider Bldg. 6-1314	......	Barton Pitts Barton Pitts Glen G. Griswold	Harry H. Packard J. Ted Branson J. Wesley Koch	Headley-Reed
ST. LOUIS	KMOX	1090	50,000	Columbia Bcstg. System Inc. Mart Bldg. Central 8240	CBS	CBS—Merle S. Jones Merle S. Jones Kenneth W. Church	Chester G. Renier J. Soulard Johnson Graham L. Tevis	Radio Sales
	KSD	550 ST-KFUO	5,000–LS 1,000–N	Pulitzer Publishing Co. 12th & Olive Sts. Main 1111	NBC-Red	Joseph Pulitzer George M. Burbach Edward W. Hamlin	Frank Eschen Brent Williams Robert L. Coe	Free & Peters
	KWK	1350	5,000–LS 1,000–N	Thomas Patrick Inc. Hotel Chase Rosedale 3210	NBC-Blue MBS	Robert Thomas Convey Ray E. Dady V. E. Carmichael	John W. Tinnea Louis C. Nelson James Burke	Raymer
	KXOK	1250	1,000	Star-Times Publishing Co. 12th & Delmar Chestnut 3700	MBS	Elzey Roberts Ray V. Hamilton C. G. Cosby	Blaine Cornwell David Frederick Arthur F. Rekart	Weed
	WEW	760	1,000–D	St. Louis University 3642 Lindell Blvd. Franklin 5665	....	{Rev. H. B. Crimmins, S.J. {Rev. W. A. Burk, S.J. A. S. Foster A. S. Foster	Arthur T. Jones C. L. Kelliher George E. Rueppel, S.J.	....
	WIL	1200	250	Missouri Broadcasting Corp. Melbourne Hotel Jefferson 8403	....	Lester A. Benson Lester A. Benson Edgar P. Shutz	Neil Norman Bill Durney Chal H. Stoup	Reynolds-Fitzgerald
	WTMV (East St. Louis)	1500	250	Mississippi Valley Bcstg. Co. Inc. Broadview Hotel East 4390	....	William H. West Jr. William H. West Jr. Carlin S. French	George T. Case Carlin S. French Thomas R. McLean	....
	*KFUO (Clayton)	550 ST-KSD	1,000–LS 500–N	Evangelical Lutheran Synod 801 De Mun Cabany 2499	....	Evangelical Lutheran Synod Rev. H. H. Hohenstein	Rev. H. H. Hohenstein .... Carl H. Meyer	....
SEDALIA	KDRO	1500	250	A. S. & R. A. Drohlich Sedalia	....	A. S. & R. A. Drohlich Robert A. Drohlich Sam Booth	Randall Jessee .... C. L. Omer	....
SPRINGFIELD	KGBX	1230	500	Springfield Broadcasting Co. 508 St. Louis St. 1360	NBC	T. W. Duval Ralph D. Foster John E. Pearson	Terry Moss Carl Ward Fritz Bauer	Wilson
	KWTO	560	5,000–D	Ozark Broadcasting Co. 508 St. Louis St. 1360	....	Ralph D. Foster Ralph D. Foster John E. Pearson	Terry Moss Carl Ward Fritz Bauer	Wilson

KSD

ON THE NBC RED NETWORK

first in St. Louis

in FIRST RANK STAR PROGRAMS
in NATIONAL POPULARITY POLLS

4 of the FIRST 5
most popular radio entertainers were heard on KSD, in the Motion Picture Daily Poll of 600 radio editors and commentators announced in 1939

8 of the FIRST 12
best programs were heard on KSD in the New York World-Telegram poll of Radio Editors of the United States and Canada, announced in 1939.

5 of the FIRST 6
leaders were heard on KSD in the Radio Guide popularity poll to select Radio Stars on the air in 1939.

KSD has a Greater Daytime Population Coverage Area than any other St. Louis Broadcasting Station

The Distinguished Broadcasting Station

Station KSD—The St. Louis Post-Dispatch

POST-DISPATCH BUILDING, ST. LOUIS, MO.

FREE & PETERS, INC., NATIONAL ADVERTISING REPRESENTATIVES

NEW YORK CHICAGO DETROIT ATLANTA SAN FRANCISCO LOS ANGELES

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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(Data corrected to January 15, 1940)

MONTANA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Numbers	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
BILLINGS	KGHL	780	5,000–LS 1,000–N	Northwestern Auto Supply Co. Fifth & N. Broadway 2222	NBC	C. O. Campbell Ed Yocum Ed Yocum	M. V. Braunberger D. H. Morris J. A. Kiichli	Katz
BOZEMAN	KRBM	1420	250	KRBM Broadcasters Bozeman 1420	Z-Bar	R. B. McNab Jr. E. B. Craney Pat Goodover J. MacLeod	Pat Goodover .... J. McGraw	Furgason & Walker
BUTTE	KGIR	1340	5,000	KGIR Inc. Butte 22-3-44	NBC Z-Bar	E. B. Craney E. B. Craney M. E. Dunn	Sid Lines Sid Lines Jack Nicholas	Furgason & Walker
GREAT FALLS	KFBB	1280	5,000–LS 1,000–N	Buttrey Broadcast Inc. First National Bank Bldg. 4377	CBS	F. A. Buttrey Jessie Jacobsen Joe Wilkins	John Alexander Josie Weir Willy Myhre	Weed Biddick
HELENA	KPFA	1210	250	Peoples Forum of the Air Helena 857	NBC Z-Bar	Barclay Craighead K. O. MacPherson K. O. MacPherson	Ernest Neath	Furgason & Walker
KALISPELL	KGEZ	1310	100	Donald C. Treloar 203 First Ave., E. 332	....	Donald C. Treloar Donald C. Treloar Donald C. Treloar	Oliver J. Hockley W. B. LaBonte Donald P. Gorman	....
MISSOULA	KGVO	1260	5,000–LS 1,000–N	Mosby's Inc. 132 W. Front St 2155	CBS	A. J. Mosby A. J. Mosby Jack Burnett	James Alden Barber .... Thomas E. Atherstone	McGillvra Burn-Smith
WOLF POINT	KGCX	1450	1,000	E. E. Krebsbach Wolf Point 102	....	E. E. Krebsbach E. E. Krebsbach Milton J. Severson	Adolph Jystead E. A. Richmond Harold Klimpel	....

NEBRASKA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Numbers	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
FREMONT	KORN	1370	250–LS 100–N	Nebraska Broadcasting Corp. Pathfinder Hotel	....	Clark Standiford Clark Standiford Randy Ryan	Larry Coke .... E. A. Blackburn	....
GRAND ISLAND	KMMJ	740 L-WSB	1,000	KMMJ Inc. 315½ Locust St. 703	....	Don Searle Herb Hollister Ted Matthews	.... M. A. Price	Wilson
HASTINGS	KHAS (Construction permit)	1200	250	Nebraska Broadcasting Co. Hastings	....	F. A. Seaton Lloyd C. Thomas	....	....
KEARNEY	KGFW	1310	250	Central Nebraska Bcstg. Corp. Federal Annex 31551	....	Lloyd C. Thomas Lloyd C. Thomas Warren J. Binkley	Fred Christenson Kemper Wilkins Walter Ely	Biddick Cox & Tanz
LINCOLN	KFAB (Synchronizes at night with WBBM, Chicago)	770	10,000	KFAB Broadcasting Co. Hotel Lincoln 2-3214	CBS	Frank Throop W. Judson Woods Don Searle Frank Pellegrin	Lowell A. Miller R. Bruce Wallace Mark W. Bullock	Katz
	KFOR	1210	250–LS 100–N	Cornbelt Broadcasting Corp. Hotel Lincoln 2-3214	MBS	Frank Throop Don Searle W. Judson Woods Frank Pellegrin	.... R. Bruce Wallace Mark W. Bullock	Katz
NORFOLK	WJAG	1060 L-WBAL-WTIC	1,000	Norfolk Daily News Norfolk 432	....	Gene Huse Art Thomas Art Thomas	Russell Jensen Harold Kline Frank Weidenbach	Furgason & Walker
NORTH PLATTE	KGNF	1430	1,000–D	Great Plains Broadcasting Co. 1521 W. 12th St. 132	....	W. I. LeBarron W. I. LeBarron Joe di Natale	Dorothy Roberts .... J. B. Eaves	....
OMAHA	KOIL	1260	5,000–LS 1,000–N	Central States Broadcasting Co. Omaha Jackson 7626	CBS MBS	Frank Throop Don Searle Frank E. Pellegrin	Harold Hughes R. Bruce Wallace Mark Bullock	Katz
	KOWH	660	500–D	World Publishing Co. World-Herald Bldg. Atlantic 2228	NBC-Blue	Henry Doorly Vernon H. Smith Clement W. Young	.... Paul Fry Frank Shopen	Hollingbery
	WOW	590	5,000	Woodmen of the World Ins. Soc. Insurance Bldg. Webster 3400	NBC-Red Cornbelt	DeEmmet Bradshaw William Ruess John J. Gillin Jr. John J. Gillin Jr.	Harry Burke Howard O. Peterson Bill Wiseman William J. Koters	Blair
SCOTTSBLUFF	KGKY	1500	250	Hilliard Co. 1517½ Broadway 856	....	L. L. Hilliard L. L. Hilliard R. M. Stewart	Bill Walter .... Harlan Morrison	....

NEVADA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Numbers	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
RENO	KOH	1380 CP-630	500 CP-1,000	Bee Inc. 440 N. Virginia St. 5106	NBC	Guy C. Hamilton Wallie D. Warren Wallie D. Warren	Merle Snider Jerry Cobb Hewitt Kees	Raymer

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NEW HAMPSHIRE

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Numbers	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
KEENE	WKNE (Being moved from Springfield, Vt.)	1260	1,000	Twin State Broadcasting Corp. Dunbar St.	CBS	Harry C. Wilder Herman Steinbruch Herman Steinbruch	Nick Carter E. S. Robinson Willis F. Moore	Raymer
LACONIA	WLNH	1310	250	Northern Broadcasting Co. 653 Main St. 501	MBS Yankee Colonial	Malcolm & Charles Jenney Earle G. Clement Albert Tyler	Sherman Greenlaw Earle G. Clement William MacDonald	....
MANCHESTER	WFEA	1340	1,000–LS 500–N	New Hampshire Bcstg. Co. Carpenter Hotel 7970	NBC Yankee Colonial	Mrs. Henry P. Rines Charles G. H. Evans Leslie F. Smith	David Shurtleff .... Vincent H. Chandler	Weed
PORTSMOUTH	WHEB	740	250–D	Granite State Bcstg. Corp. 39 Congress St. 2670	....	H. J. Wilson H. C. Wilson H. C. Wilson	Hal Miller Herbert D. Miller D. R. Stevens	....

NEW JERSEY

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Numbers	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
ASBURY PARK	WCAP	1280 ST-WCAM-WTNJ	500	Radio Industries Broadcast Co. Convention Hall 1911	....	George S. Ferguson V. N. Scholes John C. Bird	.... Ernest G. Ruckle	....
ATLANTIC CITY	WBAB	1200	250–LS 100–N	Press-Union Publishing Co. 1900 Atlantic Ave.	....	Albert J. Feyl Norman Reed	.... Earl Godfrey	Headley-Reed
BRIDGETON	WSNJ	1210	250	Eastern States Bcstg. Corp. P.O. Box 166 1600	....	Howard S. Frazier Howard S. Frazier Jack Plumley	Paul Alger Paul Alger Russell Ely	Cox & Tans
CAMDEN	WCAM	1280 ST-WCAP-WTNJ	500	City of Camden City Hall 9000	....	City of Camden Frederick S. Caperoon Charles Stahl	Robert Horn Charles Stahl Marvin Selmes	....
JERSEY CITY	WAAT	940	500–D	Bremer Broadcasting Corp. 50 Journal Square Journal Square 2-0716	....	Paul H. LaStayo Paul H. LaStayo A. B. Schillin	Walter Patrick Kelly .... Anthony Castellani	Burn-Smith
	WHOM	1450	250	New Jersey Bcstg. Corp. 29 W. 57th St., N.Y.C. Plaza 3-4204	....	Paul F. Harron Joseph Lang Joseph Lang	West W. Willcox Fred Coll Allison Burnham	....
NEWARK	WHBI	1250 ST-WNEW	2,500–LS 1,000–N	May Radio Broadcast Corp. 100 Shipman St. Mitchell 2-7354	....	James L. Shearar	....	....
	WOR	710	50,000	(See New York City)				
RED BANK	WBRB	1210 ST-WFAS-WGBB	100	Monmouth Broadcasting Co. 63 Broad St. 980	....	Thomas F. Burley Jr. Lilian Mayhew V. N. Scholes	.... Robert Johnson	....
TRENTON	WTNJ	1280 ST-WCAM-WCAP	500	WOAX Inc. 416 Bellevue Ave. 8149	....	F. J. Wolff F. J. Wolff	E. W. Tucker Jr. H. O. Stevens Edward P. Knowles	....
ZAREPHATH	*WAWZ	1350 ST-WBNX	1,000	Pillar of Fire Zarephath Boundbrook 223	....	Alma White {Ray B. White {Arthur K. White	Ray B. White .... Nathaniel Wilson	....

NEW MEXICO

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Numbers	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
ALBUQUERQUE	KGGM	1230	1,000	New Mexico Broadcasting Co. Kimo Theatre Bldg. 929	CBS	A. R. Hebenstreit Elmer Fondren	Elmer Fondren Mel Marshall Leonard Dodds	Wilson
	KOB	1180	10,000	Albuquerque Bcstg. Co. 420 W. Gold Ave. 1180	NBC	T. M. Pepperday Frank Quinn Frank Quinn	Dorothy McCain .... George S. Johnson	Katz
CARLSBAD	KLAH	1210	250	Carlsbad Broadcasting Co. Crawford Hotel 244	....	{Barney Hubb {Jack W. Hawkins Jack W. Hawkins Lucille Neilson	Louis Pitchford .... Harry Boehnemann	....
CLOVIS	KICA	1370 SHN-KGFL	100	Western Broadcasters Inc. 414 Pile St. 3	....	Charles C. Alsup Charles C. Alsup Charles C. Alsup	Karl Wm. Schroeder Charles C. Alsup Olin Johnson	Forjoe
GALLUP	KAWM	1500	250–LS 100–N	A. W. Mills 1100 E. Aztec Ave. 19	....	A. W. Mills A. W. Mills A. W. Mills	Frances Dolan .... Wayne Fernyhough	Cox & Tanz
HOBBS	KWEW	1500	100–D	W. E. Whitmore P. O. Box QQ 495	....	W. E. Whitmore Orland A. Foster Orland A. Foster	Phil Reed .... Floyd Emanuel	....
ROSWELL	KGFL	1370 SH-KICA	100	KGFL Inc. 502 W. Second St. 288	....	W. E. Whitmore W. E. Whitmore Charles Teas	Ed Safford Jr. .... James Simpson	....
SANTA FE	KVSF	1310	100	New Mexico Broadcasting Co. 759 Cerrillos Rd. 2020	CBS	A. R. Hebenstreit Ivan R. Head Ivan R. Head	Ernest N. Thwaites Ivan R. Head Jack Alkire	McGillvra

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NEW YORK

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Numbers	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
ALBANY	WABY	1370	250	Adirondack Broadcasting Co. Inc. Radio Centre 4-4193	NBC-Blue MBS New York	Harold E. Smith Harold E. Smith Deuel Richardson	Johnny Lee .... James H. Corey	McKinney
	WOKO	1430	1,000–LS 500–N	WOKO Inc. Radio Centre 4-4193	CBS	Raymond M. Curtis Harold E. Smith Deuel Richardson	Johnny Lee .... O. A. Sardi	McKinney
AUBURN	WMBO	1310	250	WMBO, Inc. Metcalf Bldg. 433	New York	William O. Dapping Frederick L. Keesee Frederick L. Keesee	Dorothy Bolin .... Herbert House	....
BINGHAMTON	WNBF	1500	250	Howitt-Wood Radio Co. Inc. Arlington Hotel 2-3461	CBS MBS	John C. Clark Cecil D. Mastin Harry Trenner	Elizabeth Lamb Leonard P. Whitelaw Lester H. Gilbert	Blair
BROOKLYN	WARD	1400-ST^{1}	500	United States Bcstg. Corp. 427 Fulton St. Triangle 5-3300	....	Aaron Kronenberg Aaron Kronenberg Oscar Kronenberg	Franklin H. Small Dick Weaver Abe Haas	
	WBBC	1400-ST^{1}	500	Brooklyn Broadcasting Corp. 554 Atlantic Ave. Triangle 5-6690	....	Peter Testan Peter Testan Arnold J. Jaffe	Bert Child .... Peter Testan	....
	*WBBR	1300-ST^{2}	1,000	Watchtower Bible & Tract Soc. 124 Columbia Heights Main 4-9735	....	....	....	....
	WCNW	1500-ST^{3}	250–LS 100–N	Arthur Faske 846 Flatbush Ave. Ingersol 2-1500	....	Arthur Faske A. R. Steinberg L. W. Berne	Roger Wayne L. W. Berne Arthur Faske	Stewart
	WLTH	1400-ST^{1}	500	Voice of Brooklyn Inc. 105 Second Ave., N.Y.C. Orchard 4-1203	....	Samuel J. Gellard Samuel J. Gellard Samuel J. Gellard	Norman H. Warembud Nathan Horowitz John M. Temple	....
	WVFW	1400-ST^{1}	500	Paramount Broadcasting Corp. 1 Nevins St. Triangle 5-0313	....	Harold Burke Salvatore D'Angelo Salvatore D'Angelo	Lillian Delson Salvatore D'Angelo Hermann Florez	....
BUFFALO	WBEN	900	5,000–LS 1,000–N	WBEN Inc. Hotel Statler Cleveland 6400	NBC-Red	A. H. Kirchhofer Edgar H. Twamley Clifford M. Taylor	Edgar H. Twamley .... Ralph J. Kingsley	Petry
	WBNY	1370-SH	250	Roy L. Albertson 485 Main St. Cleveland 3365	....	Roy L. Albertson Roy L. Albertson Roy L. Albertson	Robert A. Sherry .... Thomas L. Vines	....
	WEBR	1310	250	WEBR Inc. 23 North St. Lincoln 7133	NBC-Blue	A. H. Kirchhofer C. Robert Thompson William Doerr Jr.	Kay Burkhardt Albert Zink Ralph Kingsley	Weed
	WGR	550	5,000–LS 1,000–N	Buffalo Broadcasting Corp. Rand Bldg. Washington 3100	CBS MBS New York	H. W. Deyo I. R. Lounsberry John A. Bacon	H. C. Rice A. F. Busch K. B. Hoffman	Free & Peters
	WKBW	1480	5,000	Buffalo Broadcasting Corp. Rand Bldg. Washington 3100	CBS MBS New York	H. W. Deyo I. R. Lounsberry John A. Bacon	H. C. Rice A. F. Busch K. B. Hoffman	Free & Peters
	*WSVS	1370-SH	50	Seneca Vocational High School 666 E. Delavan Ave. Fillmore 7192	....	Elmer S. Pierce, Principal	....	....
CANTON	*WCAD	1220-SH	500–D	St. Lawrence University St. Lawrence University 276	....	St. Lawrence University Harold K. Bergman	Richard C. Ellsworth .... Dr. Ward C. Priest	....
ELMIRA	WENY	1200	250	Elmira Star Gazette Inc. Mark Twain Hotel 5181	MBS	Elmira Star-Gazette Inc. Dale L. Taylor Joseph M. Cleary	George R. Clapp .... Perry Esten	McKinney
	WESG	850 L-WWL	1,000–D	Cornell University Mark Twain Hotel 5181	CBS	Elmira Star-Gazette Inc. Lessee Dale L. Taylor Ernest F. Oliver	Hal Wagner Glenn Williams Perry Esten	McKinney
FREEPORT	WGBB	1210-ST^{4}	100	Harry H. Carman 44 S. Grove St. 2418	....	Harry H. Carman Harry H. Carman Harry H. Carman	A. Cheesman Neal Seaman A. E. Granbacka	....
JAMESTOWN	WJTN	1210	250	James Broadcasting Co. Inc. Hotel Jamestown 7-151	NBC-Blue New York	Harry C. Wilder Charles E. Denny Si Goldman	George Callison Si Goldman Harold Kratzert	Raymer
KINGSTON	WKNY	1500	100–D	Kingston Broadcasting Co. Governor Clinton Hotel 4500	....	John R. McKenna John R. McKenna Leon Bernard	Ezra McIntosh Leon Bernard John R. McKenna	....
NEWBURGH	WGNY	1220	250–D	Courier Publishing Corp. 161 Broadway 4600	....	Merritt C. Speidel E. A. Chappell W. E. Dunkelbarger	Janet Lumb W. E. Dunkelbarger Patrick Simpson	....
NEW YORK	WABC	860	50,000	Columbia Broadcasting System Inc. 485 Madison Ave. Wickersham 2-2000	CBS	CBS—William S. Paley M. R. Runyon Arthur Hull Hayes	George Allen Victor Ratner Henry Grossman	Radio Sales
	WBNX	1350 ST-WAWZ	1,000 CP-5,000–LS	WBNX Broadcasting Co., Inc. 260 E. 161st St. Melrose 5-0333	....	A. L. Haskell W. C. Alcorn William I. Moore	Edward Ervin Frank Johnson H. L. Wilson	....
	WEAF	660	50,000	National Broadcasting Co. Inc. 30 Rockefeller Plaza Circle 7-8300	NBC-Red	NBC—Lenox R. Lohr .... Maurice M. Boyd	Phillips Carlin Bertram J. Hauser George O. Milne	NBC
	WEVD	1300-ST^{2}	1,000	Debs Memorial Radio Fund Inc. 117 W. 46th St. Bryant 9-2360	....	Adolph Held Henry Greenfield Henry Greenfield	George Field Henry Greenfield Charles Brown	....

BEYOND THE HORIZON!

Highest point above the Buffalo landscape, the powerful beacon above the WGR-WKBW studios is seen by but a mere fraction of the people who buy the products advertised by WGR-WKBW sponsors. Surveys show and sales prove that these stations penetrate the horizons of space and habit which bound other advertising media. They cover the *true* Buffalo buying area which extends far beyond the city limits. They carry your sales message across the usual advertising horizon to rich new fields for sales. Get the WGR-WKBW story before you ignore that vast Western New York market that lies beyond the horizon of ordinary media.

WGR **BUFFALO BROADCASTING CORP.** **WKBW**

NATIONAL REPRESENTATIVES - **FREE & PETERS INCORPORATED**

Invitation

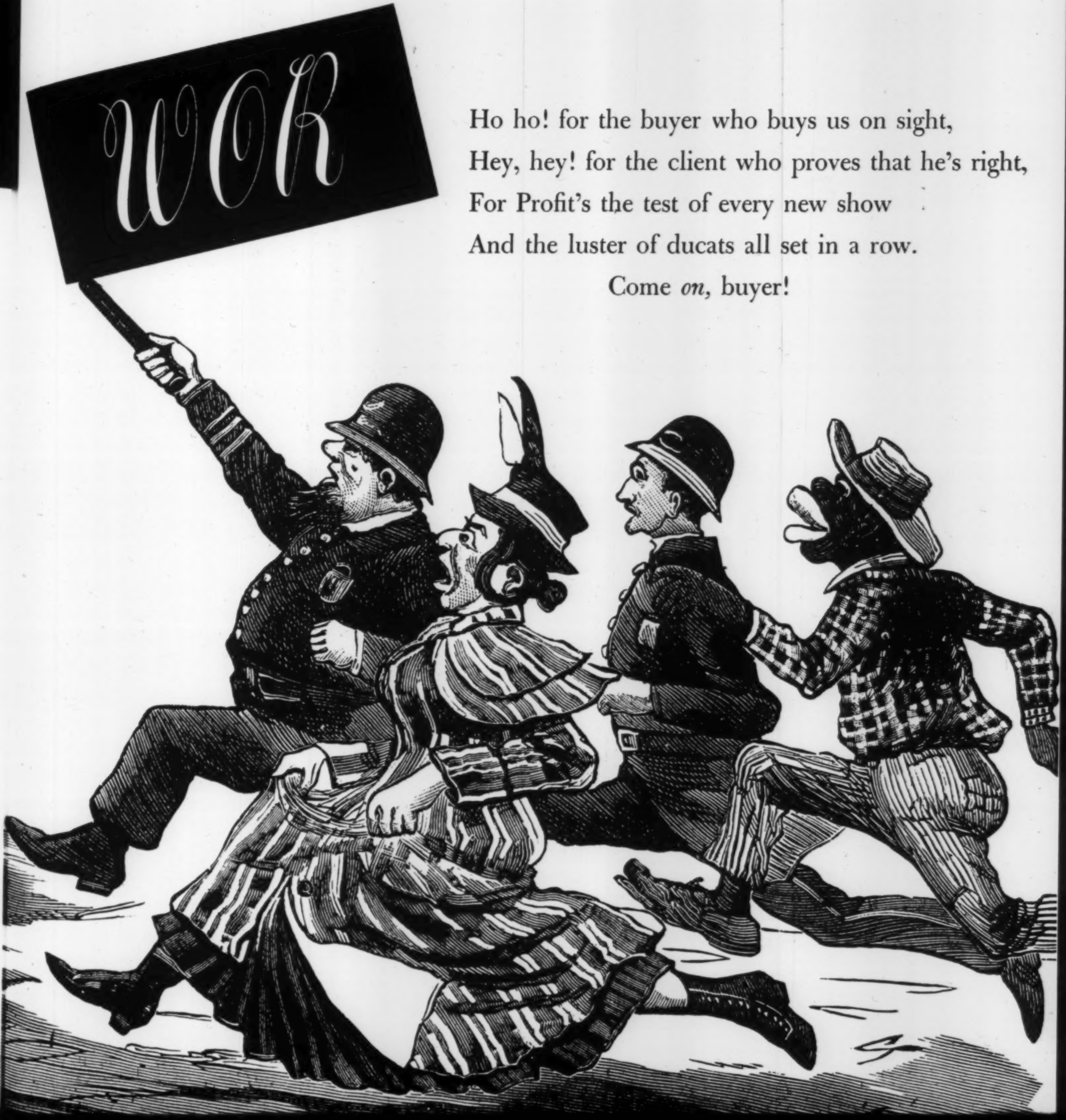
—more or less direct!

Come butcher, come baker, come grocer all,
There's jack to be had and loud is the call,
Our listeners are restless and eager to show
They always say "Yes" and never say "No"
Come *on*, butcher!

Come canner, come carter, come even *tailor,*
Old Profit's loose and we're out to nail 'er;
Come builder, come planter, come maker of soap
For our listeners are eager and never say "Nope."
Come *on*, carter!

Come butcher, come grocer, come baker with bread,
We're set for a job that'll turn your head;
And this is a hint to Blank & Co.
To give this great station first crack at its show.
Come *on*, Blank!

Come banker, buyer, come doubters and all!
To the top of the list, to the top of the wall!
This verse may be crude, but smooth is our air
From Hartford, Conn. to Delaware.
Come *on,* doubter!



Ho ho! for the buyer who buys us on sight,
Hey, hey! for the client who proves that he's right,
For Profit's the test of every new show
And the luster of ducats all set in a row.
Come *on,* buyer!

NEW YORK—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Numbers	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
NEW YORK (Continued)	WHN	1010	5,000–LS 1,000–N	Marcus Loew Booking Agency 1540 Broadway Bryant 9-7800	....	Herbert L. Pettey Frank Roehrenbeck Bertram H. Lebhar Jr.	Fred Raphael Robert G. Patt Paul Fuelling	WHN
	WINS	1180 L-KOB	1,000	Hearst Radio Inc. 110 E. 58th St. Eldorado 5-6100	New York	John S. Brookes Jr. Carl Calman E. S. Lennon	Hazel Bower Albert Grobe Paul von Kunits	International
	WJZ	760	50,000	National Broadcasting Co. Inc. 30 Rockefeller Plaza Circle 7-8300	NBC-Blue	NBC—Lenox R. Lohr .... Maurice M. Boyd	Phillips Carlin Bertram J. Hauser George O. Milne	NBC
	WMCA	570	1,000	Knickerbocker Bcstg. Co. Inc. 1657 Broadway Circle 6-2200	Intercity	Donald Flamm Donald S. Shaw Charles Stark	Ed Scheuing Al Rose Frank Marx	WMCA
	WNEW	1250 ST-WHBI	5,000–LS 1,000–N	Wodaam Corp. 501 Madison Ave. Plaza 3-3300	....	{Arde Bulova {Richard E. O'Dea Bernice Judis {Herman Bess {Walter Duncan	Program Board Halsey V. Barrett Max J. Weiner	Blair
	*WNYC	810	1,000–D	City of New York Municipal Bldg. Worth 2-5600	....	Municipality of N. Y. Morris S. Novik	Seymour N. Siegel .... Isaac Brimberg	....
	WOR (Newark)	710	50,000	Bamberger Bcstg. Service Inc. 1440 Broadway Pennsylvania 6-8383	MBS	Alfred J. McCosker Theodore C. Striebert {Frank Braucher, V.P. {Eugene Thomas, Sales Mgr.	Julius F. Seebach Joseph Creamer J. R. Poppele	WOR Townsend
	WOV	1100	5,000	Greater New York Bcstg. Corp. 132 W. 43rd St. Bryant 9-6080	American	{Arde Bulova {Harold A. Lafount Hyla Kiczales Hyla Kiczales	John C. Schramm Adrian J. Flanter Robert E. Study	....
	WQXR	1550	1,000 CP-5,000	Interstate Broadcasting Co. Inc. 730 Fifth Ave. Columbus 5-6366	....	John V. L. Hogan Elliott M. Sanger Robert M. Scholle	Elliott M. Sanger Norman S. McGee Russell D. Valentine	International
	WWRL (Woodside)	1500–ST[3]	250–LS 100–N	Long Island Bcstg. Corp. 41-30 58th St. Newton 9-3300	....	W. H. Reuman	....	....
NIAGARA FALLS	WHLD (Construction permit)	1260	1,000–D	Niagara Falls Gazette Pub. Co. Niagara Falls	....	Allanson C. Deual Earl Hull	....	....
OGDENSBURG	WSLB (Construction permit)	1370	250	St. Lawrence Broadcasting Corp. 2315 Knox St. 136	....	Joseph R. Brandy Harold J. Frank Joseph R. Brandy	Harold J. Frank	Headley-Reed
OLEAN	WHDL	1400	250–D	WHDL, Inc. Exchange National Bank Bldg. 3300	....	E. B. Fitzpatrick Thomas L. Brown Thomas L. Brown	Charles Sebastian Frederick G. Meyer Jr. Warren E. McDowell	McKinney
PLATTSBURG	WMFF	1310	250	Plattsburg Broadcasting Corp. Hotel Cumberland 1600	NBC-Blue MBS	George F. Bissell George F. Bissell Jay P. Shirley	Donald Hart Dale Jackson Jack Nazak	Hollingbery
POUGHKEEPSIE	WKIP (Construction permit)	1420	250	Poughkeepsie Bcstg. Corp. Poughkeepsie	....	Richard E. Coon	....	Headley-Reed
ROCHESTER	WHAM	1150	50,000	Stromberg-Carlson Tel. Mfg. Co. Sagamore Hotel Stone 1864	NBC-Blue	Wesley M. Angle William A. Fay John W. Kennedy Jr.	Charles W. Siverson Arthur W. Kelly John J. Long Jr.	Hollingbery
	WHEC	1430	1,000–LS 500–N	WHEC Inc. 40 Franklin St. Stone 1320	CBS	{Frank E. Gannett {Clarence Wheeler Gunnar O. Wiig Le Moine C. Wheeler	Ken Sparnon .... Maurice H. Clarke	Raymer
	WSAY	1210	250	Brown Radio Service Taylor Bldg. Stone 702	New York	Gordon P. Brown Gordon P. Brown Mortimer Nusbaum	Le Vere Fuller Winston Thornburg Gordon P. Brown	....
SARANAC LAKE	WNBZ	1290	100–D	Upstate Broadcasting Corp. 70 Broadway 824	....	Carl F. Woese W. H. Carpenter W. H. Carpenter	L. H. Roberts .... Fred C. Ambrose	Hollingbery
SCHENECTADY	WGY	790	50,000	General Electric Co. 1 River Rd. 3-2121	NBC-Red	General Electric—NBC Kolin Hager	A. O. Coggeshall Alexander MacDonald W. J. Purcell	NBC
SYRACUSE	WFBL	1360	5,000–LS 1,000–N	Onondaga Radio Bcstg. Corp. Onondaga Hotel 2-1147	CBS	Samuel H. Cook Samuel Woodworth Charles F. Phillips	George M. Perkins Robert G. Soule A. R. Marcy	Free & Peters
	WOLF (Construction permit; starts about Feb. 15)	1500	100	Civic Broadcasting Corp. 121 Wendell Terrace	....	T. S. Marshall T. S. Marshall	....	....
	WSYR	570	1,000	Central New York Bcstg. Corp. Starrett Syracuse Bldg. 3-7111	NBC-Blue New York	Harry C. Wilder Fred R. Ripley Fred R. Ripley	Lansing B. Lindquist Arnold F. Schoen Jr. Armand G. Belle Isle	Raymer
TROY	WHAZ	1300-ST[2]	1,000	Rensselaer Polytechnic Institute 110 Eighth St. Troy 6810	....	William O. Hotchkiss W. J. Williams Mary L. Bounds	A. Olin Niles W. C. Stoker H. D. Harris	....
	WTRY (Construction permit; starts April, 1940)	950	1,000–D	Troy Broadcasting Co. Inc. Proctor Bldg.	....	Harry C. Wilder Fred R. Ripley Ed Robinson	.... W. F. Moore	....
UTICA	WIBX	1200	250	WIBX Inc. 187 Genesee St. 2-2101	CBS New York	Scott Howe Bowen E. K. Johnson L. W. Trenner	.... N. W. Cook Hubert M. Hathaway	Blair
WHITE PLAINS	WFAS	1210-ST[4]	100	Westchester Broadcasting Corp. Roger Smith Hotel 8353	....	J. Noel Macy Frank A. Seitz Frederic W. Ayer	Ran Kaler .... Harry C. Laubenstein	Headley-Reed

[1] WARD, WBBC, WLTH and WVFW share time on 1400 kc.
[2] WBBR, WEVD and WHAZ share time on 1300 kc.
[3] WCNW and WWRL share time on 1500 kc.
[4] WGBB, WFAS and WBRB, Red Bank, N. J., share time on 1210 kc.

In Rochester, N.Y. the situation is still the same. Most any way you look at it, it's

WHEC

BASIC CBS

Representatives: Paul H. Raymer Co. . . . New York, Chicago, Detroit, San Francisco

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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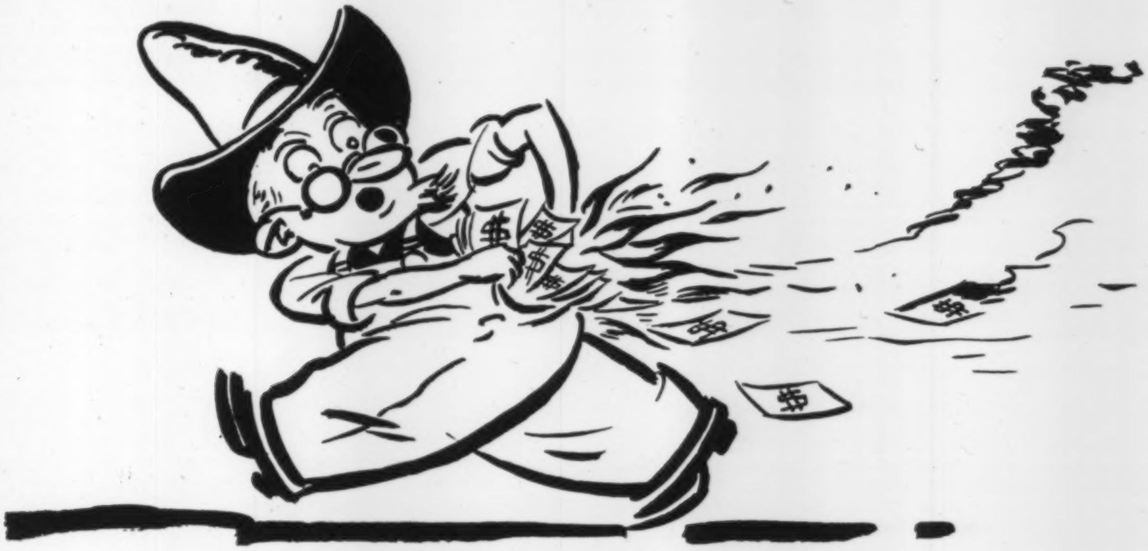
LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization. U—Unlimited. CP—Construction Permit Issued.
(Data corrected to January 15, 1940)

NORTH CAROLINA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Numbers	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
ASHEVILLE	WISE	1370	250	Harold H. Thoms Langren Hotel 1213	NBC	Harold Thoms Harold Thoms Baxter Barkley	Bernard Macy .... Ralph Kibler	....
	WWNC	570	1,000	Asheville Citizen-Times Co 14 O. Henry Ave. 5500	CBS	Charles A. Webb Don S. Elias John E. Thayer	Robert B. Bingham John E. Thayer Cecil B. Hoskins	Branham
CHARLOTTE	WBT	1080	50,000	Columbia Broadcasting System Inc. Wilder Bldg. 3-8833	CBS	CBS—A. E. Joscelyn A. E. Joscelyn Royal E. Penny	Charles H. Crutchfield Arthur Forrest James J. Beloungy	Radio Sales
	WSOC	1210	250-LS 100-N	Radio Station WSOC Inc. Mecklenburg Hotel 7139	NBC MBS	E. J. Gluck E. J. Gluck W. C. Irwin	Charles G. Hicks Jr. Paul W. Norris L. L. Caudle Jr.	Sears & Ayer
DURHAM	WDNC	1500	250	Durham Radio Corp. 138 Chapel Hill St. N-155	CBS	C. C. Council J. Frank Jarman Jr. C. J. Woodhouse	Olin Tice J. Frank Jarman Jr. Raymond A. Dalton	....
ELIZABETH CITY	WCNC	1370	250	Albermarble Broadcasting Co. Colonial Ave. 1370	....	Trim W. Aydlett Trim W. Aydlett Nathan Frank	Paul O. Moyle .... Louis Highland	....
FAYETTEVILLE	WFNC (Construction permit)	1340	250-D	Cumberland Broadcasting Co. Fayetteville	....	W. C. Ewing Harry Layman	....	....
GASTONIA	WGNC	1420	250	F. C. Todd National Bank of Commerce Bldg. 732	....	F. C. Todd Pat McSwain Frank C. Abernathy	W. Grady Newman .... Clarence Morse	....
GOLDSBORO	WGBR	1370	250	East Carolina Bcstg. Co. Inc. P. O. Box 372 1550	....	A. T. Hawkins H. H. Lance R. L. Zealy	.... R. L. Zealy H. H. Lance	....
GREENSBORO	WBIG	1440	5,000 1,000	North Carolina Bcstg. Co. Inc. O. Henry Hotel 6125	CBS	Edney Ridge Edney Ridge Edney Ridge	Faye Kenyon Virginia W. McKinney Earl Allison	Hollingbery
GREENVILLE	WGTC (Construction permit)	1500	250-D	J. J. White Greenville	....	J. J. White	....	....
HICKORY	WHKY (Construction permit)	1370	250	Catawba Valley Bcstg. Co. Hickory	....	Carl V. Cline J. E. Coad	.... E. S. Long	....
HIGH POINT	WMFR	1200	250	Radio Station WMFR, Inc. 156½ S. Main St. 4593	....	Wayne M. Nelson Wayne M. Nelson E. Z. Jones	Stan Conrad .... E. J. Day	Allied
KINSTON	WFTC	1200	250	Jonas Weiland Kinston 1200	....	Jonas Weiland Rodney Prescott Rodney Prescott	Robert Brenner Rodney Prescott Glen Neuville	Burn-Smith
RALEIGH	WPTF	680	5,000	WPTF Radio Co. 324 Fayetteville St. 8311	NBC	J. R. Weatherspoon Richard H. Mason John H. Field Jr.	Graham B. Poyner B. Walter Huffington Henry Hulick Jr.	Free & Peters
	WRAL	1210	250	Capitol Broadcasting Co. Inc. 130 S. Salisbury St.	MBS	A. J. Fletcher Gillespie B. Murray Robert Wasdon	Fred Fletcher William Carpenter L. B. Terry	Sears & Ayer
ROCKY MOUNT	WEED	1420	250	William Avera Wynne Rocky Mount 1420	....	William Avera Wynne William Avera Wynne B. W. Frank	Frank Vann Thomas Snowden I. G. Murphrey	....
SALISBURY	WSTP	1500	250	Piedmont Broadcasting Corp. Yadkin Hotel 2121	MBS	Bryce P. Beard John W. Schultz John W. Schultz	James McClendon John W. Schultz J. R. Yost	Sears & Ayer
WILMINGTON	WMFD	1370	250-LS 100-N	Richard Austin Dunlea 320 N. Front St. 3	....	Richard Austin Dunlea Richard Austin Dunlea Arthur G. Montaigne	Harry W. Lee .... William Crist	Burn-Smith
WILSON	WGTM	1310	250	WGTM Inc. 115 W. Nash St. 2188	....	H. W. Wilson H. W. Wilson Allen Wannamaker	Billy Steadman H. W. Wilson Jack Hudson	Cox & Tanz
WINSTON-SALEM	WAIR	1250	250-D	C. G. Hill, G. D. & S. H. Walker Robert E. Lee Hotel 2-1133	MBS	Partnership George D. Walker C. G. Hill	Charles Keaton George D. Walker Earl F. Downey	Sears & Ayer
	WSJS	1310	250	Piedmont Publishing Co. 416 N. Marshall St. 4141	CBS	Gordon Grey Norris L. O'Neil Harold Essex	John Miller Harold Essex Phil Hedrick	Headley-Reed

NORTH DAKOTA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Numbers	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
BISMARCK	KFYR	550	5,000-LS 1,000-N	Meyer Broadcasting Co. 320 Broadway 19	NBC	P. J. Meyer F. E. Fitzsimonds F. E. Fitzsimonds	Wayne Griffin Mervin Clough Ivar Nelson	Blair
DEVILS LAKE	KDLR	1210	250	KDLR Inc. 1025 Third St. 1090	....	Bert Wick Bert Wick Bert Wick	Merle Bjork .... Richard Moritz	Cox & Tanz
FARGO	WDAY	940	5,000-LS 1,000-N	WDAY Inc. Fargo 5357	NBC	Earl C. Reineke Earl C. Reineke Barney J. Lavin	Ken Kennedy Bill Dean Julius Hetland	Free & Peters
GRAND FORKS	KFJM	1410	1,000-LS 500-N	University of North Dakota First National Bank Bldg. 1200	....	U. of North Dakota Dalton Le Masurier Elmer Hanson	Helen LaVelle .... Elwin J. O'Brien	....
JAMESTOWN	KRMC	1370	250	Roberts-MacNab 412 Front St. 100	....	R. B. MacNab Lloyd R. Amoo Gray Graham	Verna Bekken .... Lloyd R. Amoo	Cox & Tanz



HIRAM'S COLD CASH IS RED HOT!

Inactive cash just burns holes in our hayseeds' pockets until they spend it for something they want! And the result is that our Red River Valley accounts for 46% of all retail sales in North Dakota, South Dakota and Minnesota (exclusive of the counties containing St. Paul and Minneapolis). Cross-claims of your competitors can't lead these customers to confusion, because WDAY is the only station that covers all the valley. May we tell you more?

WDAY, INC.

N. B. C.

FARGO, N. D.

Affiliated with the Fargo Forum

FREE and
PETERS, INC.
NATIONAL
REPRESENTATIVES

940 KILOCYCLES
5000 WATTS DAY
1000 WATTS NIGHT

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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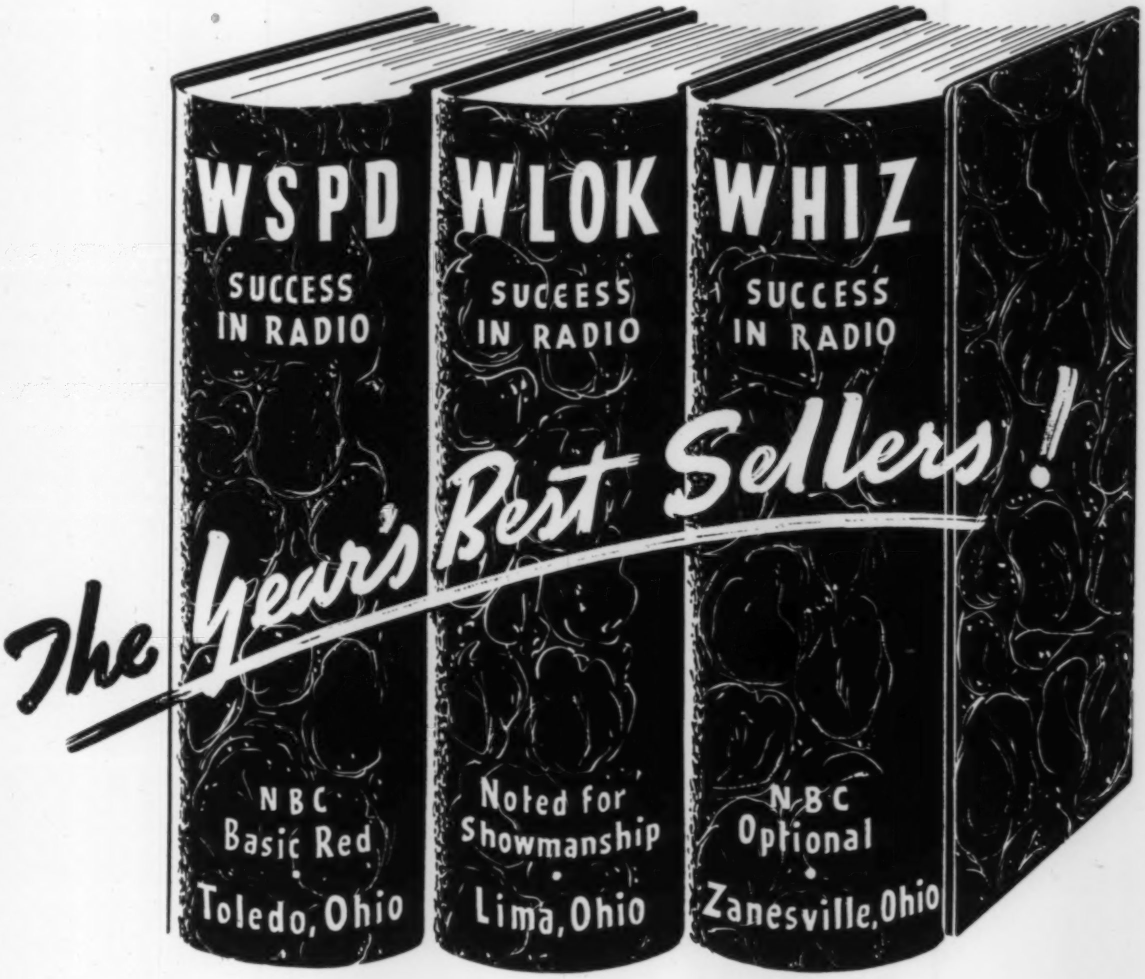
NORTH DAKOTA—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Numbers	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
MANDAN	KGCU	1240	250	Mandan Radio Ass'n Inc. 205 First St., N.W. 631	....	H. C. Schulte John K. Kennelly James E. Gilfoy	Arne J. Anzjon .... James E. Gilfoy	....
MINOT	KLPM	1360	1,000–LS 500–N	John B. Cooley 118 A South Main St. 1267	....	John B. Cooley Ethel H. Cooley Richard J. Schmidt	Kathryn McGrath Leslie E. Maupin C. W. Baker	....
VALLEY CITY	KOVC	1500	250	KOVC Inc. Rudolf Hotel 408	....	Milton Holiday Dalton Le Masurier William L. Wallace	Robert E. Ingstad William L. Wallace Bey Greene	....

OHIO

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Numbers	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
AKRON	WADC	1320	5,000–LS 1,000–N	Allen T. Simmons Box 830 Hemlock 5151	CBS	Allen T. Simmons Allen T. Simmons Allen T. Simmons	Harold Hageman R. B. Wilson John Aitkenhead	Hollingbery
	WAKR (Construction permit)	1530	1,000	Summit Radio Corp. Akron	....	S. Bernard Berk S. Bernard Berk	....	....
	WJW	1210	250	WJW, Inc. 41 S. High St. Jefferson 6111	....	John F. Weimer Edythe Fern Melrose	....	Headley-Reed
ASHTABULA	WICA	940	250–D CP-500–D	WICA Inc. 221 Center St. 1211	....	C. A. Rowley Robert B. Rowley Robert C. Marvin	Walter W. Walrath W. Kavanaugh Pruitt George F. Gautney	....
CANTON	WHBC	1200	250	Ohio Broadcasting Co. 550 Market Ave., S. 7166	....	Louis H. Brush Felix Hinkle William Kirkendale	Truesdale Mayers William Kirkendale Kenneth Sliker	....
CINCINNATI	WCKY	1490	50,000	L. B. Wilson Inc. Hotel Gibson Cherry 6565	CBS	L. B. Wilson L. B. Wilson E. C. Krautters	Mendel Jones Tom Mitchell Bev Dean George Moore C. H. Topmiller	Free & Peters
	WCPO	1200	250	Scripps-Howard Radio Inc. Keith Bldg. Main 3314	....	Jack R. Howard Mortimer C. Watters John P. Smith	Andre Carlon John P. Smith Glen A. Davis	Branham
	WKRC	550	5,000–LS 1,000–N	Cincinnati Times Star Co. Alms Hotel Woodburn 0550	MBS Southern	Hulbert Taft Sr. Hulbert Taft Jr. H. E. Fast	Ruth Lyons Harold Coulter J. M. Tiffany	Weed
	WLW	700	50,000	Crosley Corp. 1329 Arlington St. Kirby 4800	NBC	Powel Crosley Jr. James D. Shouse Robert E. Dunville	George C. Biggar Josef Cherniavsky (Music dir.) W. Oldham B. Strawway Ronald J. Rockwell	Transamerican
	WSAI	1330	5,000–LS 1,000–N CP-5,000–U	Crosley Corp. 1329 Arlington St. Kirby 4800	NBC	Powel Crosley Jr. James D. Shouse Dewey H. Long Archie Grinalds	Clair Shadwell Richard A. Ruppert Ronald J. Rockwell	International
CLEVELAND	WCLE	610	500–D	Cleveland Radio Broadcasting Corp. Terminal Tower Prospect 5800	MBS—D	John S. McCarrens H. K. Carpenter K. K. Hackathorn	Russell W. Richmond Robert Greenberg Edward L. Gove	Radio Advertising
	WGAR	1450	5,000–LS 1,000–N	WGAR Broadcasting Co. Hotel Statler Prospect 0200	CBS	George A. Richards John F. Patt Eugene Carr	Carl George Ellis Vander Pyl R. Morris Pierce	Petry
	WHK	1390	5,000–LS 1,000–N	Radio Air Service Corp. Terminal Tower Prospect 5800	NBC-Blue MBS—N	John S. McCarrens H. K. Carpenter K. K. Hackathorn	Russell W. Richmond Robert Greenberg Edward L. Gove	Radio Advertising
	WTAM	1070	50,000	National Broadcasting Co. Inc. 815 Superior Ave. N.E. Cherry 0942	NBC-Red	NBC—Vernon H. Pribble Vernon H. Pribble Howard Barton	Hal Metzger Howard Barton S. E. Leonard	NBC
COLUMBUS	WBNS	1430	5,000–LS 1,000–N	WBNS Inc. 33 N. High St. Adams 9265	CBS	Robert Wolfe Richard A. Borel W. I. Orr	Jack Price Jim Yerian Bob Thomas Lester H. Nafzger	Blair
	WCOL	1210	100	WCOL Inc. 33 N. High St. Main 4581	NBC	Kenneth B. Johnston Neal A. Smith Neal A. Smith	Edward Bronson Edward Bronson J. E. Lowe	Weed
	WHKC	640 L-KFI	500	Associated Radiocasting Corp. 22 E. Gay St. Adams 1101	MBS	John S. McCarrens Carl M. Everson Harry H. Hoessly	Robert S. French Harry H. Hoessly J. E. Anderson	Radio Advertising
	*WOSU	570 SH-WKBN	1,000	Ohio State University Campus University 3145	....	Ohio State University R. C. Higgy	William Friel Heimlich .... A. L. Hammerschmidt	....
DAYTON	WHIO	1260	5,000–LS 1,000–N	Miami Valley Bcstg. Corp. 45 S. Ludlow St. Adams 2261	CBS	J. M. Cox Jr. J. Leonard Reinsch David H. Brown	Lester Spencer A. H. Robb John Newsock Earnest L. Adams	Hollingbery
	WING	1380	500–LS 250–N	WSMK Inc. 121 N. Main St. Adams 3288	NBC	WSMK Inc. Ronald B. Woodyard	Walter Patterson J. D. Davis Paul Braden	Radio Advertising
LIMA	WLOK	1210	100	Fort Industry Co. Lima Trust Bldg. Main 1316	....	George B. Storer Don Ioset Don Ioset	Howard Donahoe Don Ioset Russell Shettler	....
MANSFIELD	WMAN	1370	250–D	Richland Inc. 140 Park Ave., W. Canal 1771	....	George Satterlee Marie W. Vandergrift Marie W. Vandergrift	Gwen Fields .... John Weimer	....
PORTSMOUTH	WPAY	1370	100	Vee Bee Corp. 1009 Gallia St. 1010	....	Chester A. Thompson Ralph H. Patt Jr. Ralph H. Patt Jr.	Robert Horn Ralph H. Patt Jr. Maurice Myers	Cox & Tanz
TOLEDO	WSPD	1340	5,000–LS 1,000–N CP-5,000–U	Fort Industry Co. Commodore Perry Hotel Adams 3175	NBC-Red	George B. Storer J. Harold Ryan E. Y. Flanigan	Russell A. Gohring Merrill N. Pheatt William Stringfellow	Katz
	WTOL	1200	250	Community Broadcasting Co. Bell Bldg. Adams 3291	....	Frazier Reams Arch Shawd Arch Shawd	Larry Payne Herbert Gilleland Frank Ridgeway	....


WSPD
SUCCESS IN RADIO
NBC Basic Red
•
Toledo, Ohio
WLOK
SUCCESS IN RADIO
Noted for Showmanship
•
Lima, Ohio
WHIZ
SUCCESS IN RADIO
NBC Optional
•
Zanesville, Ohio
The Year's Best Sellers!

THREE VOLUMES DEDICATED TO *YOU*

We could write pages and pages about Radio Stations WSPD, WLOK and WHIZ — endless chapters relating the successes of these wide-awake, MERCHANDISING stations in selling Ohio's richest markets. But perhaps here it suffices to say that they SELL BEST BECAUSE THEY TELL BEST the story of your product. An inquiry from you will bring an immediate reply telling the story of any or all of these stations.

Operated by the Fort Industry Company
Toledo, Ohio

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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OHIO—(Continued)

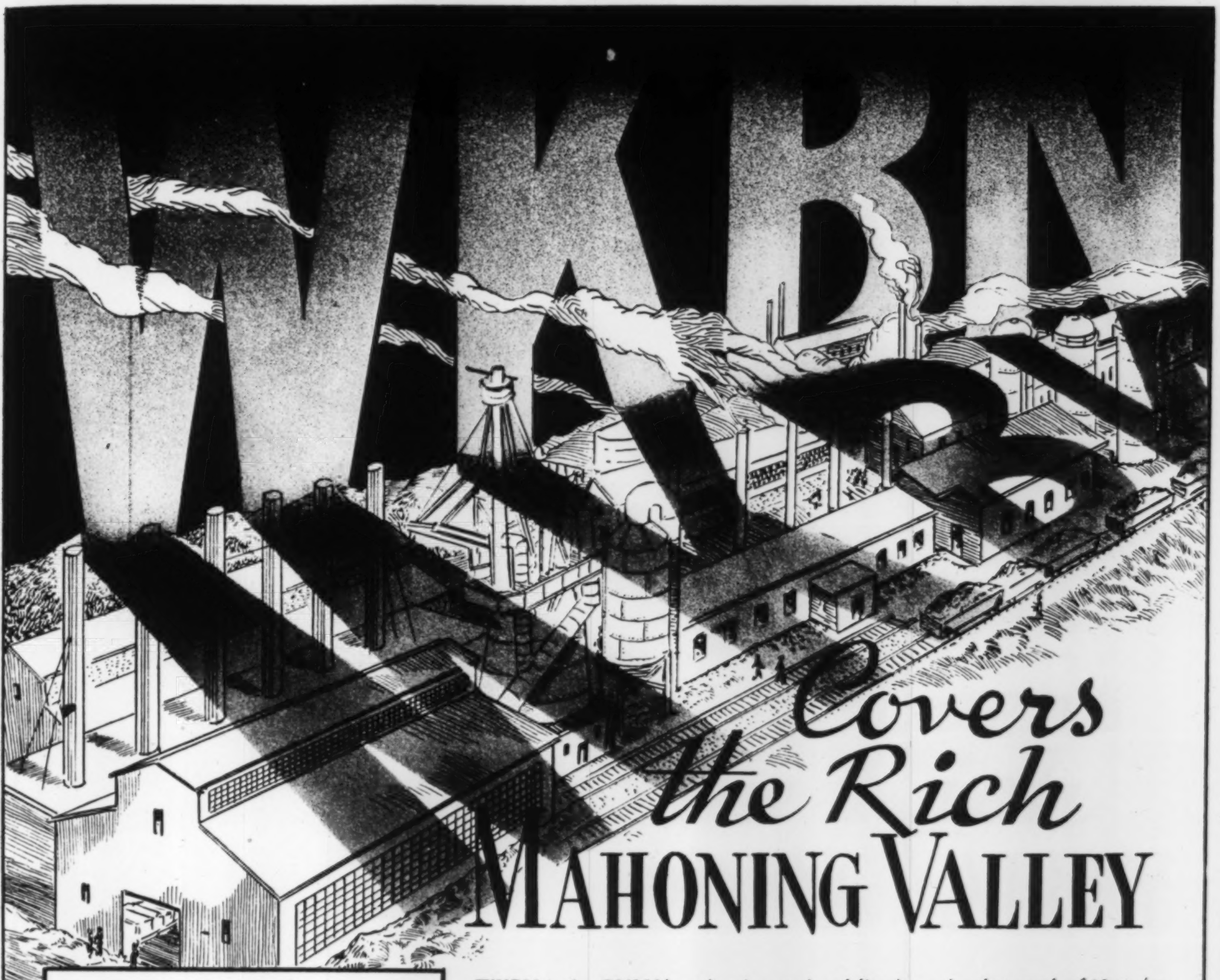
City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Numbers	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
YOUNGSTOWN......	WFMJ	1420	250	William F. Maag Jr. 101 W. Boardman St. 3-4121	....	William F. Maag Jr. William F. Maag Jr. Leonard E. Nasman	Edward J. Lord .... Frank Dieringer	Headley-Reed
	WKBN	570 SH-WOSU	1,000-LS 500-N	WKBN Broadcasting Corp. 17 N. Champion St. 42122	CBS	W. P. Williamson Jr. J. L. Bowden C. Alden Baker Walter R. Link	G. Davidson .... B. T. Wilkens	Radio Advertising
ZANESVILLE........	WHIZ	1210	100 CP-250	WALR Broadcasting Co. Lind Arcade Bldg. 644	NBC	George B. Storer Stanton P. Kettler Stanton P. Kettler	Allen Haid Allen Haid William Hunt	Blair

OKLAHOMA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Numbers	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
ADA................	KADA	1200	100	C. C. Morris 115½ S. Rennie 1212	MBS Oklahoma	C. C. Morris John M. Whitney John M. Whitney	Russell V. Miller Jack Cahill Leiland Seay	Hagg
ARDMORE..........	KVSO	1210	250-LS 100-N	Ardmoreite Pub. Co. 1611 N. Washington 3030	....	John Easley Albert Riesen Albert Riesen James Griffin	Dolly Dutton Gene Collry Paul Ross	....
ELK CITY...........	KASA	1210	100	E. M. Woody Casa Grande Hotel 730	....	E. M. Woody F. E. Mayhew F. E. Mayhew	Johnny Carman F. E. Maynew G. W. Patterson	....
ENID...............	KCRC	1360	250	Enid Radiophone Co. Enid 448	MBS Oklahoma	M. C. Garber Milton B. Garber H. P. Hale	Keith Painton James Stuart A. B. Clopton	Forjoe
MUSKOGEE.........	KBIX	1500	100	Oklahoma Press Pub. Co. P.O. Box 1512 302	MBS Oklahoma	C. M. Bixby Tams Bixby Jr. Frank Rough	Mark Weaver Mark Weaver Lester Harlow	Branham
NORMAN...........	*WNAD	1010 SHN-KGGF	1,000	University of Oklahoma Faculty Exchange 900, Station 124	....	U. of Oklahoma Homer R. Heck	Howard M. Leake .... Clyde L. Farrar	....
OKLAHOMA CITY...	KOCY	1310	250	Plaza Court Bcstg. Co. 1108 Classen Blvd. 3-4333	....	John D. Thomas M. H. Bonebrake Sam D. Jones	Marvin Krause Louis Hartman George W. Brock	....
	KOMA	1480	5,000	KOMA Inc. Biltmore Hotel 2-3291	CBS	J. T. Griffin Neal Barrett Jack Howell	Jack Mitchell Wilbur Lukenbill M. H. Thomas	Free & Peters
	KTOK	1370	250	Oklahoma Bcstg. Co. Inc. 1800 W. Main St. 3-8352	NBC-Blue MBS Oklahoma	Harold V. Hough Kenyon M. Douglass Tom Johnson	Harold Shreve Paul Buenning Bernard Tullins	Burn-Smith
	WKY	900	5,000-LS 1,000-N	WKY Radiophone Co. Skirvin Tower Hotel 3-4306	NBC-Red	E. K. Gaylord Gayle V. Grubb Robert E. Chapman	Naiph J. Abodaher Allan Clark H. J. Lovell	Katz
OKMULGEE........	KHBG	1210	250	Okmulgee Broadcasting Corp. Parkinson Hotel 3646	....	Pat Buford Pat Buford Pat Buford	.... Lucille Buford A. F. Schultz	....
PONCA CITY........	WBBZ	1200	250	C. L. Carrell Estate 615 W. Grand St. 2300	....	Adelaide L. Carrell Adelaide L. Carrell Adelaide L. Carrell	Edward S. Compton W. L. Stevenson William Tietzel	....
SHAWNEE..........	KGFF	1420	250	KGFF Broadcasting Co. Inc. Aldridge Hotel 4390	MBS Oklahoma	Oscar Stauffer Joseph W. Lee Weldon Stamps	.... Maxine Eddy John Molloy	Hagg
TULSA.............	KOME	1310	250	Oil Capital Sales Corp. Radio Bldg. 3-4121	MBS Oklahoma	Harry Schwartz Jack Neil Harold Grimes	Robert Latting .... James Manship	....
	KTUL	1400	5,000	Tulsa Broadcasting Co. Inc. National Bank of Tulsa Bldg. 4-8188	CBS	J. T. Griffin Wm. C. Gillespie Lawson Taylor	Vivian Sandler John Esau Nathan Wilcox	Free & Peters
	KVOO	1140 STN-WAPI SA-U	25,000	Southwestern Sales Corp. Philtower Bldg. 2-2254	NBC-Red	William G Skelly William B. Way Willard D. Egolf	Norvell E. Slater F. M. Hart L. W. Stinson	Petry

OREGON

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Numbers	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
ASTORIA............	KAST	1200	250	Astoria Broadcasting Co. 1006 Taylor Ave. 95	....	M. R. Chesman James C. Wallace Frank E. Marrion	Sylvia L. Chandler James C. Wallace Lawrence L. King	Cox & Tanz Biddick
BAKER..............	KBKR	1500	250-LS 100-N	Louis P. Thornton Baker	....	Louis P. Thornton Ellwood W. Lippincott Fred Pelger	.... Robert B. Sutton	....
BEND...............	KBND	1310	250	Bend Bulletin 812 Wall St. 848	....	Robert W. Sawyer Frank H. Loggan Chet Wheeler	William Murphy William Murphy Gene Lovejoy	Cox & Tanz
CORVALLIS.........	*KOAC	550	1,000	Oregon State Agricultural College Corvallis 526	....	State of Oregon Luke L. Roberts	Luke L. Roberts .... Grant S. Fiekert	....



- If you are interested in figures to support these statements, send for our New Radio Coverage Survey just completed by Edgar Felix and Radio Coverage Reports.
- If you are interested in comparative market figures, write for our DYNAMITE FOLDER—Columbia's Ultra Conservative MARKET ANALYSIS of Youngstown and WKBN's Evening Listening Area.
- Or, for daytime data, ask for our TNT FOLDER, also taken from Columbia's Ultra Conservative Survey of Youngstown and WKBN's Daytime Listening Area.

Representatives
Radio Advertising Corporation
New York . Chicago . Cleveland . San Francisco

WKBN is the ONLY broadcasting station delivering a signal strength of 10 mv/m to Youngstown's Metropolitan SHOPPING AREA.

In time-buyer's language—Interference-Free Reception to over 190,000 radio families, totaling practically a million potential purchasers of radio advertised products.

Add to this—the territory covered with adequate signal strength for good reception (½ mv/m or more)—and you have a PLUS MARKET of over 4,700,000 population.

Don't overlook this PROSPEROUS VALLEY, where steel production has reached an all-time high and where retail sales are challenging pre-depression peaks!

And don't overlook WKBN—the ONE STATION that thoroughly covers it with strong, consistent, clear reception.

WKBN *Youngstown, O.*
Affiliated Station
THE COLUMBIA BROADCASTING SYSTEM

1000 WATTS DAY 500 WATTS NIGHT

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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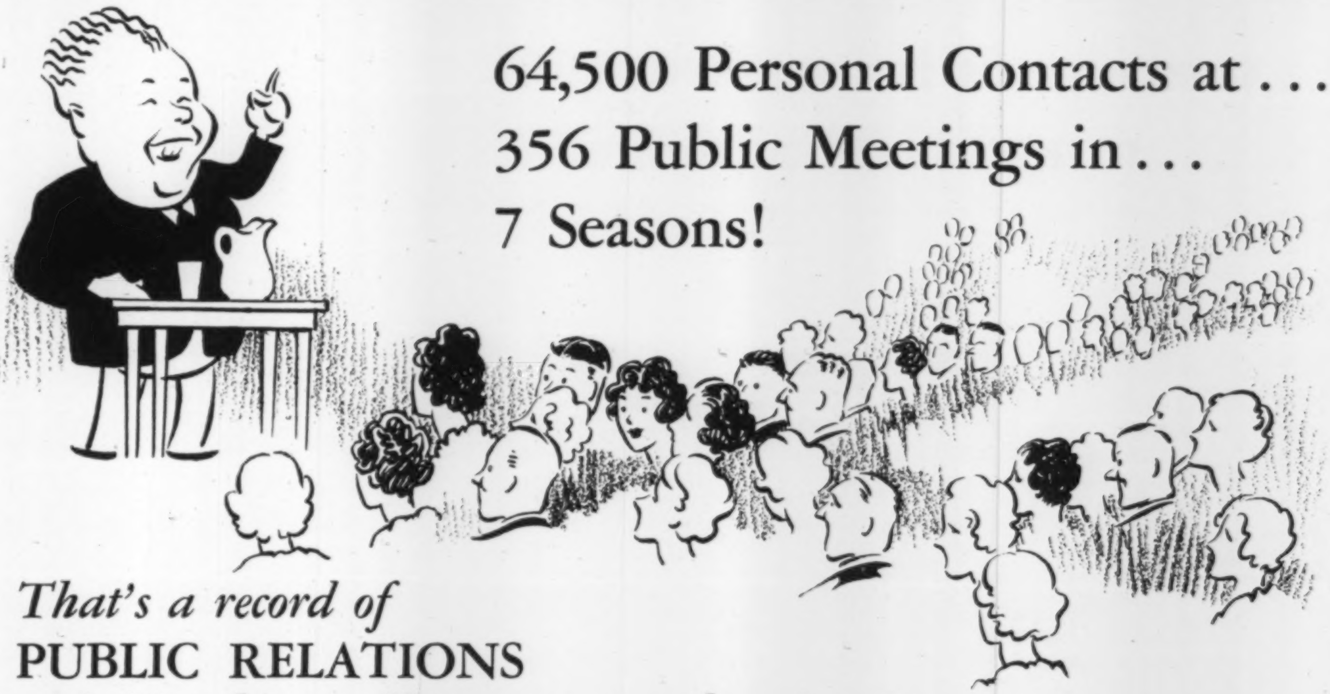
OREGON—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Numbers	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
EUGENE............	KORE	1420	250	Eugene Broadcast Station S. Williamette St. 3	MBS Don Lee Pacific	Frank L. Hill Glenn McCormick Glenn McCormick	Day Foster .... Harold Gander	Blair
GRANTS PASS......	KUIN	1310	100	Southern Oregon Bcstg. Co. Grants Pass	....	A. E. Voorhies John G. Bauriedel John G. Bauriedel	Julius Hooven .... William R. Rambo	....
KLAMATH FALLS...	KFJI	1210	100	KFJI Broadcasters 213 Main St. 2125	....	J. A. Kincaid George Kincaid George Kincaid	Jack Keating .... Lon Hunt	Cox & Tanz
LA GRANDE........	KLBM	1420	250	Harold M. & Eloise Finlay 1402 Adams Ave. 220	....	Harold M. Finlay Harold M. Finlay Harold M. Finlay	.... Paul Walden	Cox & Tanz
MARSHFIELD.......	KOOS	1200	250	KOOS Inc. Hall Bldg. 432	MBS Don Lee Pacific	Sheldon F. Sackett Ben E. Stone A. Thomas Morris	Roger L. Spaugh Mark De Launay Roger L. Spaugh	Biddick
MEDFORD..........	KMED	1410	1,000–LS 250–N	Virgin's Broadcasting Station Sparta Bldg. 305	NBC	Mrs. W. J. Virgin Mrs. W. J. Virgin L. P. Bishop	Gladys LaMarr A. A. Adler D. H. Rees	....
PORTLAND.........	KALE	1300	1,000 CP-5,000–LS	KALE Inc. New Heathman Hotel Atwater 7209	MBC Don Lee Pacific	C. Roy Hunt Theodore Kooreman Charles C. Couche	H. M. Swartwood Jr. Charles C. Couche Louis S. Bookwalter	Free & Peters
	*KBPS	1420 ST-KXL	100	Benson Polytechnic School 546 N.E. 12th St. East 8131	....	Portland Public Schools William Allingham	Hazel Kenyon .... Fred E. Miller	....
	KEX	1160	5,000	Oregonian Publishing Co. Oregonian Bldg. Atwater 2121	NBC-Blue	Portland Oregonian W. Carey Jennings Paul H. Connet	H. Q. Cox Paul H. Connet Harold C. Singleton	Petry
	KGW	620	5,000–LS 1,000–N	Oregonian Publishing Co. Oregonian Bldg. Atwater 2121	NBC-Red	Portland Oregonian W. Carey Jennings Paul H. Connet	H. Q. Cox Paul H. Connet Harold C. Singleton	Petry
	KOIN	940	5,000–LS 1,000–N CP-5,000–U	KOIN Inc. Broadway & Salmon Sts. Atwater 3333	CBS	C. W. Myers C. Roy Hunt C. Roy Hunt	M. H. Swartwood Jr. Charles E. Couche Louis S. Bookwalter	Free & Peters
	KWJJ	1040-SA L-WBAL-WTIC	500	KWJJ Broadcast Co. Inc. 6[illegible]2 S.W. Salmon St. Atwater 4393	....	Wilbur J. Jerman John C. Egan Leon D. Henderson	Gerald E. Speerstra Sammy Taylor W. J. Jerman	Cox & Tanz
	KXL	1420 ST-KBPS	250	KXL Broadcasters KXL Bldg. Broadway 6451	....	T. W. Symons Jr. T. W. Symons Jr. T. W. Symons Jr.	T. W. Symons Jr. T. W. Symons Jr. Ralph Mifflin	....
ROSEBURG.........	KRNR	1500	250–LS 100–N	News Review Co. Umpqua Hotel 4	MBS Don Lee Pacific	Harris Ellsworth Marshall H. Pengra Marshall H. Pengra	Gilbert E. Walters .... Henry J. Chandler	Blair
SALEM............	KSLM	1360	1,000–LS 500–N	Oregon Radio Inc. 633 N. Front St. 6131	MBS Don Lee Pacific	H. B. Read H. B. Read H. B. Read	Tommy Hoxie Tommy Hoxie Leslie Vaught	Blair

PENNSYLVANIA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Numbers	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
ALLENTOWN........	WSAN WCBA	1440	500	Lehigh Valley Broadcasting Co. 39 N. 10th St. 9511	NBC Quaker	J. C. Shumberger B. Bryan Musselman	....	Furgason & Walker
ALTOONA..........	WFBG	1310	100	Gable Broadcasting Co. 1318 11th Ave. 6467	NBC-Red Quaker	George P. Gable Roy Thompson Roy Thompson	.... James E. Moffatt	Cox & Tanz
EASTON...........	WEST	1200	250	Associated Broadcasters Inc. 516 Northampton St. 8001	Quaker	Clair R. McCollough Elwood C. Anderson Elwood C. Anderson	Wilbur Markle Arthur McCracken J. E. Mathoit	....
ERIE...............	WLEU	1420	250	WLEU Broadcasting Corp. Commerce Bldg. 22-129	NBC-Blue Quaker	Leo J. Omelian V. Hamilton-Weir V. Hamilton-Weir	James Hamilton V. Hamilton-Weir Harold Roess	Burn-Smith
GREENSBURG......	WHJB	620	250–D	Pittsburgh Radio Supply House Inc. Penn Albert Hotel 3740	....	H. J. Brennen Ray H. Verret Robert M. Thompson	Ray H. Verret .... W. W. McCoy	Rambeau Furgason & Walker
GROVE CITY........	*WSAJ	1310-SH	100	Grove City College Grove City 168-J	....	Weir C. Ketler H. W. Harmon	Prof. R. G. Walters .... H. W. Harmon	....
HARRISBURG.......	WHP	1430	5,000–LS 1,000–N	WHP Inc. 216 Locust St. 4-3211	CBS	Edward J. Stackpole Jr. A. K. Redmond C. L. Bailey	E. K. Smith Dick Redmond R. S. Duncan	....
	WKBO	1200	250–LS 100–N	Keystone Broadcasting Corp. 31 N. Second St. 40191	NBC Intercity Quaker	Clair R. McCollough C. G. Moss C. G. Moss	Curtis Demmy George Smith J. E. Mathiot	Raymer
HAZELTON..........	WAZL	1420	250	Hazelton Broadcasting Service Hazelton National Bank Bldg. 1488	Quaker	Clair R. McCollough Victor C. Diehm Victor C. Diehm	Thomas Tito Henry Cohn J. E. Mathiot	....
JOHNSTOWN.......	WJAC	1370	250	WJAC Inc. Tribune Annex 24-361	NBC-Red Quaker	Walter W. Krebs J. C. Tully J. C. Tully	J. P. Foster .... Neville Straub A. J. Reid	Cox & Tanz
LANCASTER........	WGAL	1500	250	WGAL Inc. 8 W. King St. 5252	NBC Intercity Quaker	Clair R. McCollough Walter O. Miller Walter O. Miller	Ernest Stanziola Walter O. Kirkwood J. E. Mathiot	....
NEW CASTLE.......	WKST	1250	1,000–D	WKST Inc. Cathedral Bldg. 5050	....	S. W. Townsend Arthur W. Graham Herbert S. Kirk	A. W. Graham A. W. Graham Howard Condella	Forjoe Burn-Smith



64,500 Personal Contacts at . . .
356 Public Meetings in . . .
7 Seasons!

That's a record of PUBLIC RELATIONS *activities that really means something!*

It's the story of the work of KOIN's "Ambassador of Goodwill"—ART KIRKHAM. His talks to club meetings, Chambers of Commerce, etc., both in Portland and neighboring towns, on radio and KOIN are so much in demand that he always has a waiting list of requests.

In the entire 356 talks, Kirkham has addressed only six groups twice.

And all 64,500 of those who have heard him have carried away a feeling of warm personal friendship for KOIN.

This is just one reason for KOIN's unchallenged dominance in this Great "Evergreen" Market.

Others are . .

- **Consistent "listener-first" policies . . .** under which every precaution is taken to eliminate the broadcasting of anything that might be considered objectionable. No spot medical, dental, liquor, beer, or wine advertising is accepted.
- **Only CBS outlet . . .** this advantage is obvious. There is no overlapping of stations in the 120,000 square mile market of Oregon and Southern Washington.
- **Production and news leadership . . .** KOIN consistently maintains the largest production staff in the Pacific Northwest. Popular local personalities and programs—plus complete, authoritative, news coverage, play an important role in maintaining audience preference. Showmanship endorsed by national VARIETY award.

ART KIRKHAM

In addition to Public Relations work he is the Pacific Northwest's favorite sports announcer and broadcasts two very popular daily participating features on KOIN.

KOIN

THE JOURNAL
PORTLAND, ORE.

National Representatives . . .
FREE and PETERS
World Broadcasting System

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

**—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. STN—Shares Time Night. SH—Specified Hours. SHN—Specified Hours Night. LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization. U—Unlimited. CP—Construction Permit Issued.*

(Data corrected to January 15, 1940)

PENNSYLVANIA—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Numbers	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
PHILADELPHIA.....	KYW	1020	10,000	Westinghouse Elec. & Mfg. Co. Inc. 1619 Walnut St. Locust 3760	NBC-Red	Westinghouse—NBC Leslie W. Joy Griffith B. Thompson	James P. Begley Lambert B. Beeuwkes Ernest H. Gager	NBC
	WCAU	1170	50,000	WCAU Broadcasting Co. 1622 Chestnut St. Locust 7700	CBS	Dr. Leon Levy Dr. Leon Levy Robert A. Street	Stan Lee Broza Robert Latham John G. Lietch	Virgil Reiter (Chicago) Bertha Bannen (Boston) Ed. Townsend (San Francisco)
	WDAS	1370	250	WDAS Broadcasting Station Inc. 1211 Chestnut St. Locust 7400	....	Alexander W. Dannenbaum Patrick J. Stanton A. W. Dannenbaum Jr.	Harold Davis Jerry Stone Frank Unterberger	....
	WFIL	560	1,000	WFIL Broadcasting Co. Widener Bldg. Rittenhouse 6900	NBC-Blue MBS Quaker	Samuel R. Rosenbaum Roger W. Clipp John Earle Surrick	James Allen Joseph T. Connolly Arnold Nygren	Petry
	WHAT	1310 ST-WTEL	100	Independence Bcstg. Co. Inc. Ledger Bldg. Lombard 2390	....	John B. Knox Milton Laughlin	Samuel Serota	....
	WIP	610	1,000 CP-5,000	Pennsylvania Broadcasting Co. 35 S. Ninth St. Walnut 6800	MBS Intercity	Benedict Gimbel Jr. Benedict Gimbel Jr. Edward A. Davies	Murray Arnold Murray Arnold Clifford C. Harris	Radio Advertising
	WPEN	920	1,000	Wm. Penn Broadcasting Co. 2128 Walnut St. Rittenhouse 4140	American	Arde Bulova Arthur Simon Arthur Simon	Thomas B. Smith Arthur Simon Charles W. Burtis	....
	WTEL	1310 ST-WHAT	100	Foulkrod Radio Engineering Co. 4312 N. Broad St. Gladstone 1310	....	E. Douglass Hibbs Henry N. Cocker Henry N. Cocker	E. Douglass Hibbs .... Lester M. Biederman	....
	WIBG (Glenside)	970	100-D	Seaboard Radio Bcstg. Co. 3 S. Easton Rd., Glenside Ogontz 3100	....	Paul F. Harron Edward T. Clery Edward T. Clery	Douglas Arthur .... John H. Henninger	....
PITTSBURGH.......	KDKA	980	50,000	Westinghouse Elec. & Mfg. Co. Inc. Grant Bldg. Grant 4200	NBC-Blue	Westinghouse—NBC S. D. Gregory W. E. Jackson	Derby Sproul {W. B. McGill {Lynden Morrow J. E. Baudino	NBC
	KQV	1380	1,000	KQV Broadcasting Co. Chamber of Commerce Bldg. Grant 4860	MBS	H. J. Brennen John J. Laux Robert M. Thompson Sr.	Joe Villella Joe Villella Walter McCoy	Furgason & Walker Rambeau
	WCAE	1220	5,000-LS 1,000-N CP-5,000-U	WCAE Inc. Wm. Penn Hotel Atlantic 6900	NBC-Red MBS	Hearst Radio Leonard Kapner Lester Lindow	Clifton Daniel James F. Murray James Schultz	International
	WJAS	1290	5,000-LS 1,000-N	Pittsburgh Radio Supply House Chamber of Commerce Bldg. Grant 4860	CBS	H. J. Brennen John C. Drummond Robert M. Thompson	James H. Hughes .... Walter McCoy	Furgason & Walker Rambeau
	WWSW	1500	250	Walker & Downing Radio Corp. Hotel Keystone Grant 5200	MBS Quaker	Paul Block Frank R. Smith Jr. Frank R. Smith Jr.	Walter E. Sickles H. B. Trautman Ancil A. Lewis	Cox & Tanz
READING..........	WEEU	830	1,000-D	Berks Broadcasting Co. 533 Penn St. 7335	NBC-Red	Clifford M. Chafey Clifford M. Chafey William A. Riple	Paul J. Breedy .... H. O. Landis	Hollingbery
	WRAW	1310	100	Reading Broadcasting Co. 533 Penn St. 7335	NBC-Red Quaker	Clifford M. Chafey Raymond A. Gaul Robert G. Magee	Paul J. Breedy .... Harold O. Landis	Hollingbery
SCRANTON.........	WGBI	880 ST-WQAN	1,000-LS 500-N	Scranton Broadcasters Inc. 1000 Wyoming Ave. 6296	CBS Quaker	Frank Megargee R. E. McDowell George D. Coleman	Frank M. Monaghan George D. Coleman K. R. Cooke	Blair
	*WQAN	880 ST-WGBI	1,000-LS 500-N	Scranton Times 149 Penn Ave. 5151	....	E. J. Lynnet	....	....
SHARON...........	WPIC	780	250-D	Sharon Broadcasting Co. Pine Hollow Boulevard 154	....	John Fahnline Jr. John Fahnline Jr. J. T. Van Sweringen	Paul Gamble John C. MacDonald A. Clyde Heck	De Lisser-Boyd
SUNBURY..........	WKOK	1210	100	Sunbury Broadcasting Corp. 1150 N. Front St. 1326	Quaker	Harry H. Haddon Melvin Lahr Melvin Lahr	Paul Miller Homer Smith Clifford Kerstetter	....
UNIONTOWN.......	WMBS	1420	250	Fayette Broadcasting Corp. Fayette Title & Trust Bldg. 800	....	Joseph C. Burwell Joseph C. Burwell M. E. Slagel	Sullivan Sages M. E. Slagel Kenneth Meredith	....
WILKES-BARRE.....	WBAX	1210	100	John H. Stenger Jr. 141 S. Main St. 3-0196	MBS	John H. Stenger Jr. Dale Robertson Harry Thomas	Kenneth Beghold John Garfield John H. Stenger Jr.	Weed
	WBRE	1310	250	Louis G. Baltimore 62 S. Franklin St. 3-3101	NBC Quaker	Louis G. Baltimore Louis G. Baltimore Sam R. Baltimore	Louis Savitt .... Charles Sakoski	....
WILLIAMSPORT....	WRAK	1370	250	WRAK Inc. 244 W. Fourth St. 2-6116	Quaker	E. M. Case George E. Joy Thomas W. Metzger	Oscar M. Linn J. Wright Mackey Louis N. Persio	McKinney
YORK...............	WORK	1320	1,000	York Broadcasting Co. 13 S. Beaver St. 6629	NBC Intercity Quaker	Clair R. McCollough J. Robert Gulick J. Robert Gulick	Harold Miller Karl Hammels J. E. Mathiot	Raymer

RHODE ISLAND

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Numbers	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
PROVIDENCE.......	WEAN	780	5,000-LS 1,000-N	Yankee Network Inc. Crown Hotel Dexter 1500	NBC-Blue MBS Yankee Colonial	John Shepard 3rd Malcom T. Parker Richard F. Voynow	Malcom T. Parker {Frank P. Foster II {F. Carleton McVarish Harry H. Tilley	Petry
	WJAR	890	5,000-LS 1,000-N	Outlet Co. Weybosset St. Gaspee 1071	NBC-Red	Mortimer L. Burbank John J. Boyle John J. Boyle	.... Thomas C. J. Prior	Weed
	WPRO	630	5,000-LS 1,000-N CP-5,000-U	Cherry & Webb Bcstg. Co. 15 Chestnut St. Plantation 9776	CBS Intercity	William S. Cherry Jr. Stephen P. Willis William T. Bush	H. William Koster Albert C. Rider Howard W. Thornley	Raymer

"No Station for a Year-Book"

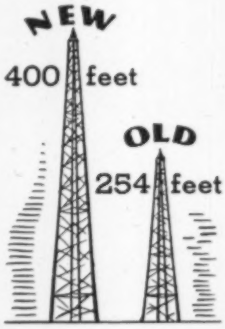
COMING SOON
5000
WATTS
NIGHT

PROVIDENCE, DEC. 18, 1939 — Things are happening too fast to ever catch a Year-Book reader. WPRO has just been granted 5000-watts night. Another "first" for WPRO, as no radio station has ever perked as powerfully as that at night in Rhode Island.

That grant comes on the heels of the completion of the brand new transmitter building with a 5000-watt transmitter installed. It's all tested — and in a week or ten days goes into regular service, 5000 watts day, 1000 watts night.

5000
~~1000~~ WATTS

A pair of new towers, too — 400 feet high, compared to our former towers, 254 feet high. They're way out in salt-water marsh land, setting on a nest of 20 miles of copper wire. The most socko radio ground system any man can have.



THE POINT IS: this is all brand new. As soon as possible, we'll have coverage maps, and what a story for radio in Southern New England. When you're reading this sometime in 1940, check with us for the **latest** facts on WPRO.

WPRO

BASIC CBS — 630 Kilocycles

Cherry and Webb Broadcasting Co.

REPRESENTATIVE: Paul H. Raymer Co., New York
Chicago • Detroit • San Francisco • Los Angeles

PROVIDENCE, R. I.

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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(Data corrected to January 15, 1940)

SOUTH CAROLINA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Numbers	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
ANDERSON	WAIM	1200	100	Radio Station WAIM 112 E. Market St. 800	CBS	Wilton E. Hall W. Ennis Bray W. Ennis Bray	James Albert Bulliet G. Paul Browne Wendell C. Roberts	Sears & Ayer
CHARLESTON	WCSC	1360	1,000–LS 500–N	So. Carolina Bcstg. Co. Inc. Francis Marion Hotel 7611	CBS	John M. Rivers John M. Rivers Roland Weeks	Charles McMahon .... J. B. Fuqua	Free & Peters
	WTMA	1210	250	Atlantic Coast Bcstg. Co. 134 Meeting St. 5522	NBC	Evening Post Publishing Co. William D. Workman Jr. Edward C. Powers	C. Wylie Calder .... Douglass M. Bradham	Hollingbery
COLUMBIA	WCOS	1370	250	Carolina Advertising Corp. 1202 Main St. 2-5601	....	A. B. Langley Hugh A. Deadwyler J. W. McIver	Sterling W. Wright David H. Graham Charles A. Thoman	Furgason & Walker
	WIS	560	5,000–LS 1,000–N	Station WIS Inc. 1811 Main St. 2-2135	NBC	G. Richard Shafto G. Richard Shafto J. D. Saumenig	Floyd D. Rogers Jr. Harry W. Findley Scott Helt	Free & Peters
FLORENCE	WOLS	1200	250	O. Lee Stone Sanborn Hotel 48	NBC	O. Lee Stone O. Lee Stone Willard I. Miller	R. O. Dorsey Willard I. Miller Robert W. Wallace	....
GREENVILLE	WFBC	1300	5,000–LS 1,000–N CP-5,000–U	Greenville News-Piedmont Co. Hotel Greenville 363	NBC	R. C. Peace B. T. Whitmire W. S. Lindsay	Charles Batson P. W. Cook W. C. Etheredge	Bryant-Griffith
SPARTANBURG	WORD (Construction permit)	1370	250–LS 100–N	Spartanburg Advertising Co. Spartanburg	....	C. O. Herron	....	....
	WSPA	920	1,000–D	Voice of South Carolina Radio-Press Bldg. 2900	....	Virgil V. Evans Virgil V. Evans J. I. Brownlee	.... George Tate	....
SUMTER	WFIG (Construction permit)	1310	250–LS 100–N	J. Samuel Brody Sumter	....	J. Samuel Brody	....	....

SOUTH DAKOTA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Numbers	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
ABERDEEN	KABR	1390	1,000–LS 500–N	Aberdeen Broadcast Co. 117½ S. Main St. 4626	....	H. C. Jewitt Jr. A. A. Fahy A. A. Fahy	E. L. Weeks A. A. Fahy Delbert T. Hunt	Weed
BROOKINGS	*KFDY	780-SH	1,000–D	South Dakota State College College Station 702K	....	South Dakota State College Jack Towers	Jack Towers .... William H. Gamble	....
PIERRE	KGFX	630-SH	200–D	Dana McNeil Estate 203 W Summit St. 2251	....	Ida A. McNeil Ida A. McNeil Ida A. McNeil	Ida A. McNeil Ida A. McNeil Robert H. Dye	....
RAPID CITY	KOBH	1370	250	Black Hills Broadcast Co. Alex Johnson Hotel 2000	....	Carl A. Quarnberg Robert J. Dean George E. Bruntlett	Abner H. George Al Arnold M. J. Jones	Cox & Tanz
	*WCAT	1200-SH	100–D	South Dakota School of Mines E. St. Joe St. 1600	....	J. P. Connolly C. M. Rowe	George Glover .... E. E. Clark	....
SIOUX FALLS	KELO	1200	250	Sioux Falls Broadcast Assn. Inc. 317 S. Phillips Ave. 757	NBC	Joseph Henkin Joseph Henkin George R. Hahn	Morton Henkin S. Fantle Jr. Max Staley	Wilson
	KSOO	1110 L-WRVA	5,000	Sioux Falls Broadcast Assn. Inc. 317 S. Phillips Ave. 757	NBC	Joseph Henkin Joseph Henkin George R. Hahn	Morton Henkin S. Fantle Jr. Max Staley	Wilson
VERMILLION	*KUSD	890 ST-KFNF	500	University of South Dakota Campus 209-J	....	U. of South Dakota R. E. Rawlins	R. E. Rawlins .... W. H. Jordan	....
WATERTOWN	KWAT (Construction permit)	1210	250	Midland Life Insurance Co. Watertown	....	J. J. Bell	....	....
YANKTON	WNAX	570	5,000–LS 1,000–N	WNAX Broadcasting Co. 2nd & Capitol Sts. 443	CBS Cowles	Gardner Cowles Jr. Robert R. Tincher Phil Hoffman	Arthur J. Smith C. E. La Grave Clifton Todd	Katz

TOPS IN SOUTH CAROLINA!

5000 WATTS DAY
N B C Affiliate

WFBC

5000 ~~1000~~ **WATTS NIGHT**
Studios Hotel Greenville

NEWS-PIEDMONT COMPANY
GREENVILLE, S.C.

Memo

The FCC has granted WFBC 5000 watts night power, making it South Carolina's most powerful station serving South Carolina's No. 1 market.

There are 300,000 persons within 25 miles of WFBC's transmitter. Over 72 per cent are white and they spend sixty million dollars annually with their retail merchants.

And to network advertisers WFBC offers WISE Asheville, N. C. as a bonus station without additional cost.

SOUTH CAROLINA'S LEADING And Most Powerful RADIO STATION

National Representatives
BRYANT, GRIFFITH & BRUNSON
New York • Chicago • Detroit
Boston • Charlotte • Atlanta

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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(Data corrected to January 15, 1940)

TENNESSEE

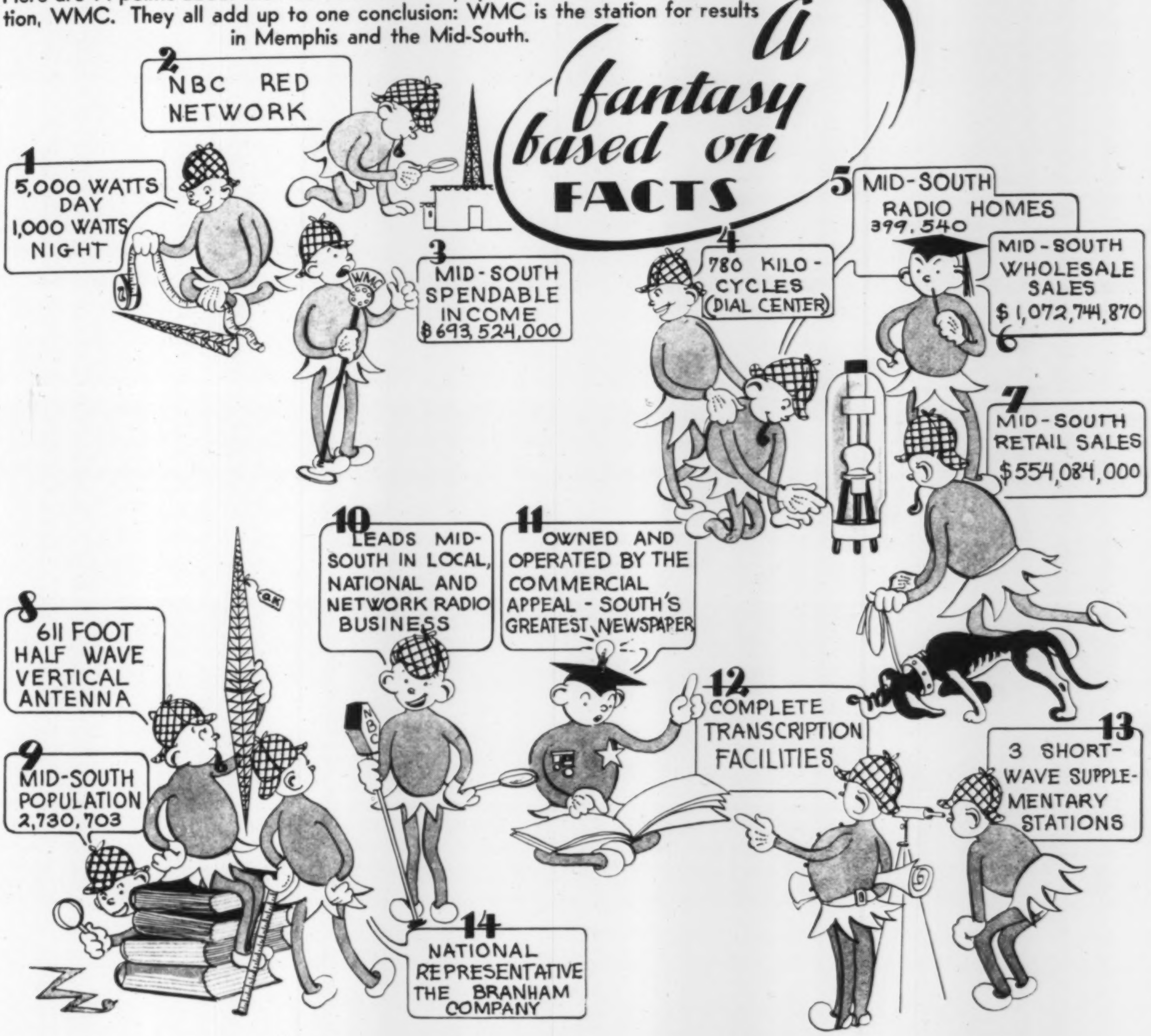
City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Numbers	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
BRISTOL	WOPI	1500	250	Radiophone Bestg. Station WOPI 410 State St.	...	W. A. Wilson W. A. Wilson Walter Pritchard	Fey Rogers Walter Pritchard R. H. Smith	Burn-Smith
CHATTANOOGA	WAPO	1420 CP-1120	250 CP-1,000-LS CP-500-N	W. A. Patterson Read House 6-6142	NBC	W. A. Patterson R. G. Patterson R. G. Patterson	T. K. Nobles Helen Patterson M. E. Thompson	...
	WDOD	1280	5,000-LS 1,000-N	WDOD Broadcasting Corp. Hotel Patten 6-5117	CBS	Norman A. Thomas Norman A. Thomas Carter M. Parham	Dorothy W. McCurdy Carter M. Parham Julius Vessells	Raymer
COOKEVILLE	WHUB (Construction permit; starts about Feb. 15, 1940)	1370	250	M. L. Medley Cookeville 200	...	M. L. Medley Jim Turner ...	... ... Charles R. Duke	...
JACKSON	WTJS	1310	250	Sun Publishing Co. Sun Bldg. 1106	MBS	C. E. Pigford Albert A. Stone A. B. Robinson	Leslie Brooks Bill Winsett Carey B. Brummell	Branham
JOHNSON CITY	WJHL	1200	250	WJHL Inc. Johnson City	...	W. H. Lancaster	... ...	...
KNOXVILLE	WNOX	1010	5,000-LS 1,000-N	Scripps-Howard Radio Inc. 110 So. Gay St. 3-3171	CBS	Jack R. Howard R. B. Westergaard R. B. Westergaard	Lowell Blanchard C. B. Davis J. B. Epperson	Branham
	WROL	1310	250	Stuart Broadcasting Corp. 524 S. Gay St. 2-7112	NBC	S. E. Adcock C. H. Frazier ...	John Reese ... Joe H. Wofford	Blair
MEMPHIS	WHBQ	1370	100	WHBQ Inc. Hotel Claridge 8-6868	...	Thomas Thompson H. B. & S. D. Wooten Jr. E. A. Alburty Eugene Pournelle	E. H. McMurray M. V. Kannon W. M. Roy	...
	WMC	780	5,000-LS 1,000-N	Memphis Commercial Appeal Co. Hotel Gayoso 8-7464	NBC-Red Tri-State	John H. Sorrells H. W. Slavick J. C. Eggleston	John Cleghorn William Fielding Clyde Baker	Branham
	WMPS	1430	1,000-LS 500-N	Memphis Broadcasting Co. 62 N. Main St. 5-2721	NBC-Blue MBS Southern	Jack R. Howard James C. Hanrahan James C. Hanrahan	Lawrence Trexler W. J. Towner J. B. Epperson	...
	WREC	600	5,000-LS 1,000-N	WREC Broadcasting Service Hotel Peabody 5-1313	CBS	Hoyt B. Wooten Hoyt B. Wooten Hollis Wooten	Roy Wooten H. Sturgis S. D. Wooten	Katz
NASHVILLE	WLAC	1470	5,000	WLAC Broadcasting Service Third National Bank Bldg. 6-0160	CBS	J. T. Ward F. C. Sowell Jr. F. C. Sowell Jr.	S. O. Ward F. C. Sowell Jr. F. D. Binns	Raymer
	WSIX	1210	250	WSIX Inc. National Trust Bldg. 5-5431	MBS Southern	Jack M. Draughon Jack M. Draughon Gene Tanner	... Gene Tanner Bascom E. Porter	Headley-Reed
	WSM	650	50,000	National Life & Acc. Ins. Co. 301 Seventh Ave., N. 6-7181	NBC	Edwin W. Craig Harry Stone Winston Dustin	Jack Stapp Albert E. Gibson J. H. DeWitt Jr.	Petry

TEXAS

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Numbers	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
ABILENE	KRBC	1420	250	Reporter Broadcasting Co. Hilton Hotel 6255	MBS TSN	M. Bernard Hanks Howard Barrett Poole Robertson	A. D. Whisenant Poole Robertson W. W. Robertson Jr.	...
AMARILLO	KFDA	1500	250	Amarillo Broadcasting Corp. Nunn Bldg. 5343	MBS Lone Star	Gilmore N. Nunn Earl R. Strandberg Earl R. Strandberg	Bill Kilmer David Clark Ralph E. Cannon	Perry
	KGNC	1410	2,500-LS 1,000-N	Plains Radio Broadcasting Co. 8th & Harrison Sts. 4242	NBC-Red Lone Star	O. L. Taylor John Ballard John Ballard	Charles Belfi James Stanberry W. S. Bledsoe	Wilson
AUSTIN	KNOW	1500	250	Frontier Broadcasting Co. Norwood Bldg. 2-6213	MBS TSN	H. M. Fentress James W. Pate Paul Forcheimer	Pat Adelman J. Mabel Clark Tom E. Daniels	...
	KTBC	1120 SH-WTAW	1,000-D	State Capitol Bestg. Assn. Inc. 119A W. Eighth St. 8-4661	...	R. P. Anderson J. Bert Mitchell Jr. J. Bert Mitchell Jr.	... ... Harry Slife	...
BEAUMONT	KFDM	560	1,000	Beaumont Broadcasting Corp. Edson Hotel 3882	NBC-Blue MBS	C. W. Snider Darrold Kahn C. B. Locke C. B. Locke	Len Finger Glenn Hewitt Leonard Saye	Blair
	KRIC	1420	250	KRIC Inc. 130 Wall St. 4200	...	Beaumont Enterprise Bert Horswell Ewing Graham	Franklin Whitehead ... Don Mitchell	Headley-Reed
BIG SPRING	KBST	1500	100	Big Spring Herald Bestg. Co. Inc. Crawford Hotel 1500	MBS TSN	Joe Galbraith Howard Barrett Jack Wallace	... Jack Wallace J. B. Casey	...
BRADY	KNEL	1500	250-LS 100-N	G. L. Burns Brady 1077	...	G. L. Burns G. L. Burns Clinton Newlin	John Sloane Clinton Newlin Marion Crawford	Cox & Tanz
BROWNSVILLE	KGFI	1500	250-LS 100-N	Eagle Broadcasting Co. Inc. 2701 San Benito St. 1044	...	E. E. Wilson Lawrence D. Yates James R. Moore	Wilmar Simpson Wiley Poston Willis Wilson	Cox & Tanz

THE FACT-FINDERS

Here are 14 points about the Mid-South's most popular and efficient radio station, WMC. They all add up to one conclusion: WMC is the station for results in Memphis and the Mid-South.


A fantasy based on FACTS
1 5,000 WATTS DAY 1,000 WATTS NIGHT
2 NBC RED NETWORK
3 MID-SOUTH SPENDABLE INCOME $693,524,000
4 780 KILO-CYCLES (DIAL CENTER)
5 MID-SOUTH RADIO HOMES 399,540
6 MID-SOUTH WHOLESALE SALES $1,072,744,870
7 MID-SOUTH RETAIL SALES $554,084,000
8 611 FOOT HALF WAVE VERTICAL ANTENNA
9 MID-SOUTH POPULATION 2,730,703
10 LEADS MID-SOUTH IN LOCAL, NATIONAL AND NETWORK RADIO BUSINESS
11 OWNED AND OPERATED BY THE COMMERCIAL APPEAL - SOUTH'S GREATEST NEWSPAPER
12 COMPLETE TRANSCRIPTION FACILITIES
13 3 SHORT-WAVE SUPPLEMENTARY STATIONS
14 NATIONAL REPRESENTATIVE THE BRANHAM COMPANY
WMC
NBC
OK

WMC

MEMPHIS · TENN.

THE MID · SOUTH'S DOMINANT RADIO STATION ·

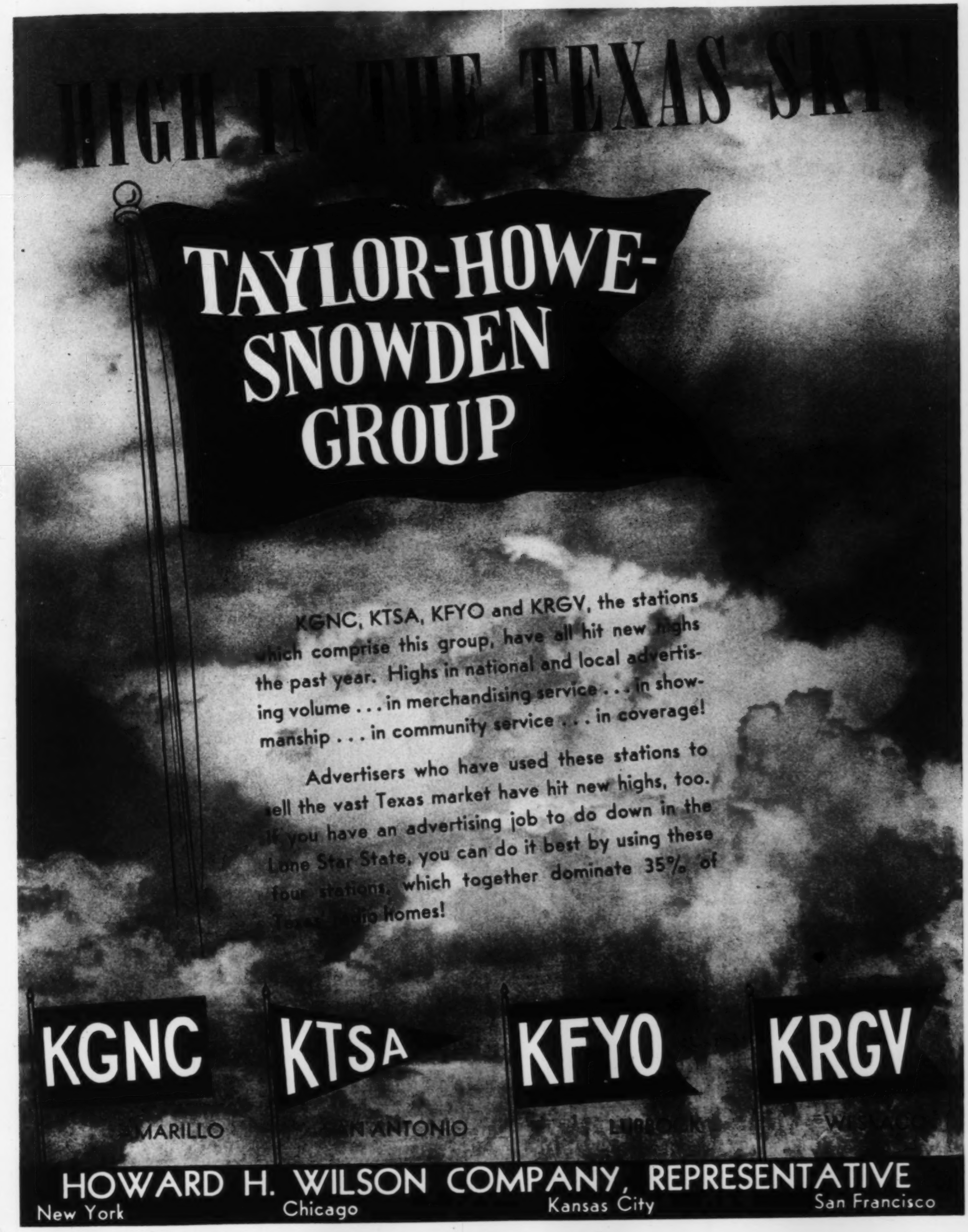
DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

**—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. STN—Shares Time Night. SH—Specified Hours. SHN—Specified Hours Night. LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization. U—Unlimited. CP—Construction Permit Issued.*

(Data corrected to January 15, 1940)

TEXAS—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Numbers	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
COLLEGE STATION	*WTAW	1120 SH-KTBC	500-D	Agricultural & Mech. College of Tex. P. O. Box 34 4-6724	....	T. O. Walter F. C. Bolton	John O. Rosser .... H. C. Dillingham	....
CORPUS CHRISTI	KRIS	1330	500	Gulf Coast Broadcasting Co. Medical & Professional Bldg. 475	NBC MBS Lone Star	M. Tilford Jones T. Frank Smith	Charles Nethery .... H. B. Lockhart	Branham
CORSICANA	KAND	1310	100	Navarro Broadcasting Assn. Corsicana 30	MBS	J. C. West	....	....
DALLAS	KRLD	1040 ST-KTHS	50,000	KRLD Radio Corp. Adolphus Hotel 2-6811	CBS	Tom C. Gooch John W. Runyon Clyde W. Rembert	Ruth Clem Jim Crocker Roy M. Flynn	Branham
	WFAA	800	50,000	A. H. Belo Corp. Baker Hotel 7-9631	NBC TQN	G. B. Dealey Martin B. Campbell Alex Keese	Ralph W. Nimmons Irvin Gross {Raymond Collins {Paul Barnes	Petry
	WRR	1280	500	City of Dallas Municipal Radio Bldg. 3-6101	MBS TSN	City of Dallas Charles B. Jordan Dale Drake	Pete Teddlie Dale Drake Durward J. Tucker	....
DENTON	KDNT	1420	100	Harwell V. Shepard Jackson Bldg. 276	....	Harwell V. Shepard Harwell V. Shepard Harwell V. Shepard	.... Bill Honeycutt	....
DUBLIN	KFPL	1310	250-LS 100-N	C. C. Baxter 205 Grafton St. 183	....	C. C. Baxter M. D. Gallagher J. D. Gallagher	Mickey Murphy A. M. O'Donnell Clarence B. Williams	....
EL PASO	KROD (Construction permit)	1500	100	Dorrance D. Roderick El Paso Times	....	Dorrance D. Roderick	....	....
	KTSM	1310 CP-1350	250 CP-500	Tri-State Broadcasting Co. Inc. P. O. Box 1976 Main 46	NBC	Mrs. Frances W. Bredberg Karl O. Wyler Willard O. Kline	Roy T. Chapman Eric Monro E. L. Gemoets	Hollingbery
FORT WORTH	KFJZ	1240	1,000	Tarrant Broadcasting Co. Hotel Texas 3-3474	MBS TSN	Elliott Roosevelt Gene L. Cagle Charles B. Meade	L. Roy Duffy James Beck Ed. L. Starnes	TSN
	KGKO	570	5,000-LS 1,000-N	KGKO Broadcasting Co. Medical Arts Bldg. 3-1234	NBC-Blue Lone Star	Amon G. Carter {Harold V. Hough {George Cranston Jack Keasler	Ed Lally Elbert Haling R. C. Stinson	Free & Peters
	WBAP	800 ST-WFAA	50,000	Carter Publications Inc. Blackstone Hotel 2-4466	NBC TQN	Amon G. Carter {Harold V. Hough {H. C. Southard H. C. Southard	David Byrn Jr. William Jolesch R. C. Stinson	Petry
GALVESTON	KLUF	1370	250	KLUF Broadcasting Co. Inc. 6002 Broadway 6766	MBS	Geo. Roy Clough Geo. Roy Clough	....	....
HOUSTON	KPRC	920	5,000-LS 1,000-N	Houston Printing Corp. Lamar Hotel Fairfax 7101	NBC TQN	W. P. Hobby Kern Tips Kern Tips	Jack McGrew .... H. T. Wheeler	Petry
	KTRH	1290	5,000-LS 1,000-N	KTRH Broadcasting Corp. Rice Hotel Preston 4361	CBS	George W. Cottingham B. F. Orr Ray E. Bright	Harry V. Grier .... Thomas L. Hiner	Blair
	KXYZ	1440	1,000	Harris County Broadcast Co. Gulf Bldg. Capitol 6151	NBC-Blue MBS Lone Star	M. Tilford Jones T. Frank Smith T. Frank Smith	Charles Nethery .... Gerald R. Chinski	Branham
HUNTSVILLE	KSAM	1500	250-D	Sam Houston Bcstg. Assn. 1021 12th St. 666	....	H. G. Webster V. A. Coker V. A. Coker	D. T. Phillips .... Jack Whitley	....
KILGORE	KOCA	1210	250	Oil Capitol Bcstg. Ass'n. 120½ E. North St. 616	....	Roy G. Terry B. V. Hammond B. V. Hammond	Orvin Franklin Orvin Franklin Karem Soule	....
LAREDO	KPAB	1500	250	Mervel M. Valentine 300 Loring Ave. 1490	....	Mervel M. Valentine Mervel M. Valentine Robert W. Bennett	.... Fred Hammond	Forjoe Stewart
LONGVIEW	KFRO	1370 CP-1340	250-D CP-1,000-U	Voice of Longview Glover-Crim Bldg. 411	MBS	James R. Curtis James R. Curtis James R. Curtis	....	Forjoe Biddick
LUBBOCK	KFYO	1310	250-LS 100-N	Plains Radio Bcstg. Co. Inc. 914 Avenue J 1700	MBS	O. L. Taylor DeWitt Landis DeWitt Landis	R. B. McAlister Bruce Collier W. H. Torrey	Wilson
LUFKIN	KRBA	1310	250-D	Red Lands Broadcasting Assn. 108½ S. First St. 272	....	Ben T. Wilson Darrell E. Yates Victor Bracht	Bob Thornton Richman Lewin Earle Pettey	Cox & Tanz
MIDLAND	KRLH	1420	100	Clarence Scharbauer 117 S. Loraine 1070	TSN	Clarence Scharbauer W. H. McCumber W. H. McCumber	C. A. Roark Gladys Foster Robert Harmon	....
PALESTINE	KNET	1420	100-D	Palestine Broadcasting Ass'n. John & Crawford Sts. 411	....	Dr. Boner Frizzell John Sullivan John Sullivan	W. D. Martin Jr. .... W. S. Hall	Cox & Tanz
PAMPA	KPDN	1310	100	R. C. Hoiles 212½ N. Ballard 1100	....	R. C. Hoiles H. E. Kreiger Dale Robinson	Ray Monday .... H. E. Kreiger	....



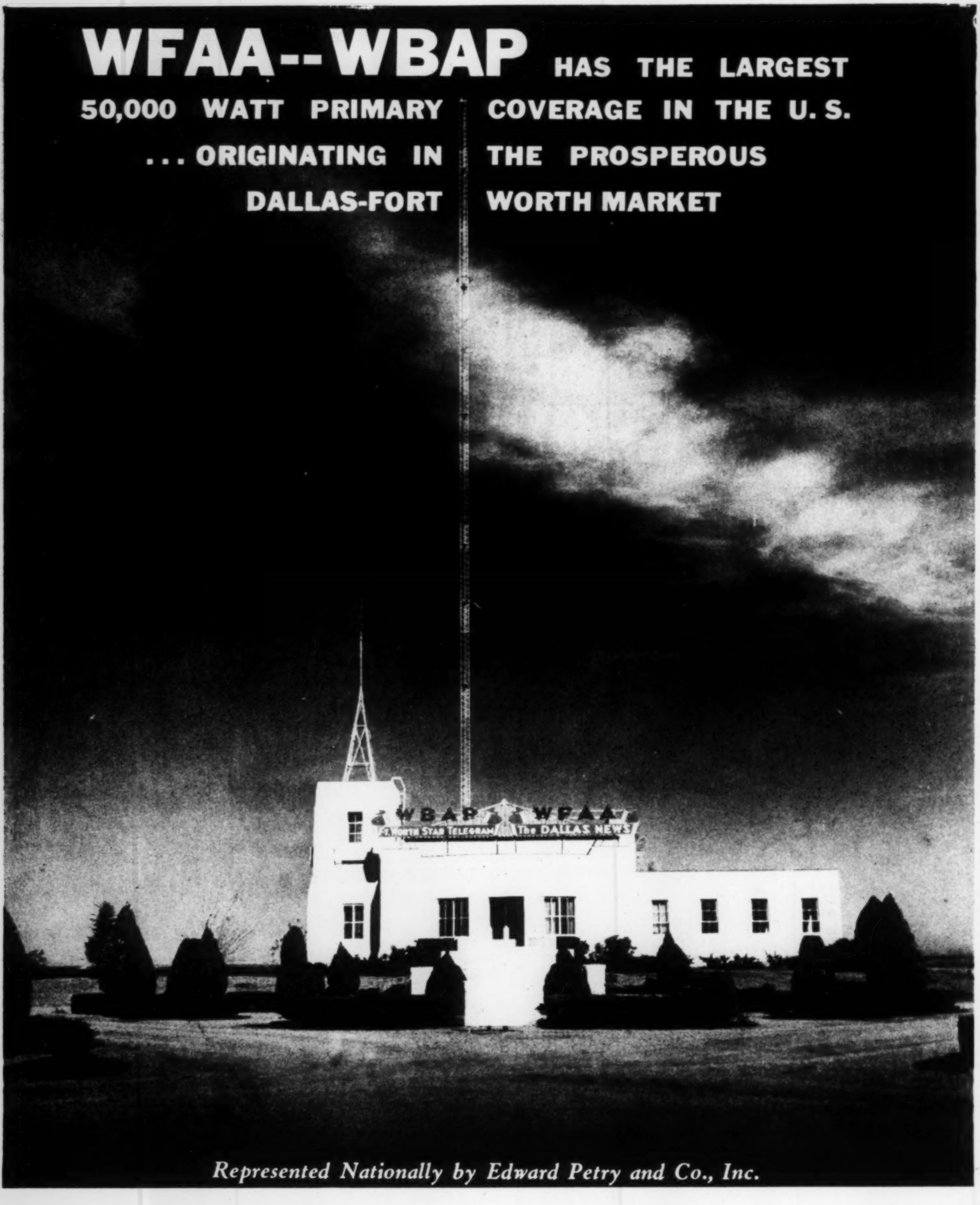
HIGH IN THE TEXAS SKY!

TAYLOR-HOWE-SNOWDEN GROUP

KGNC, KTSA, KFYO and KRGV, the stations which comprise this group, have all hit new highs the past year. Highs in national and local advertising volume . . . in merchandising service . . . in showmanship . . . in community service . . . in coverage!

Advertisers who have used these stations to sell the vast Texas market have hit new highs, too. If you have an advertising job to do down in the Lone Star State, you can do it best by using these four stations, which together dominate 35% of Texas radio homes!

HOWARD H. WILSON COMPANY, REPRESENTATIVE
New York Chicago Kansas City San Francisco



WBAP
WFAA
FT. WORTH STAR TELEGRAM
The DALLAS NEWS

WFAA--WBAP HAS THE LARGEST 50,000 WATT PRIMARY COVERAGE IN THE U. S. ... ORIGINATING IN THE PROSPEROUS DALLAS-FORT WORTH MARKET

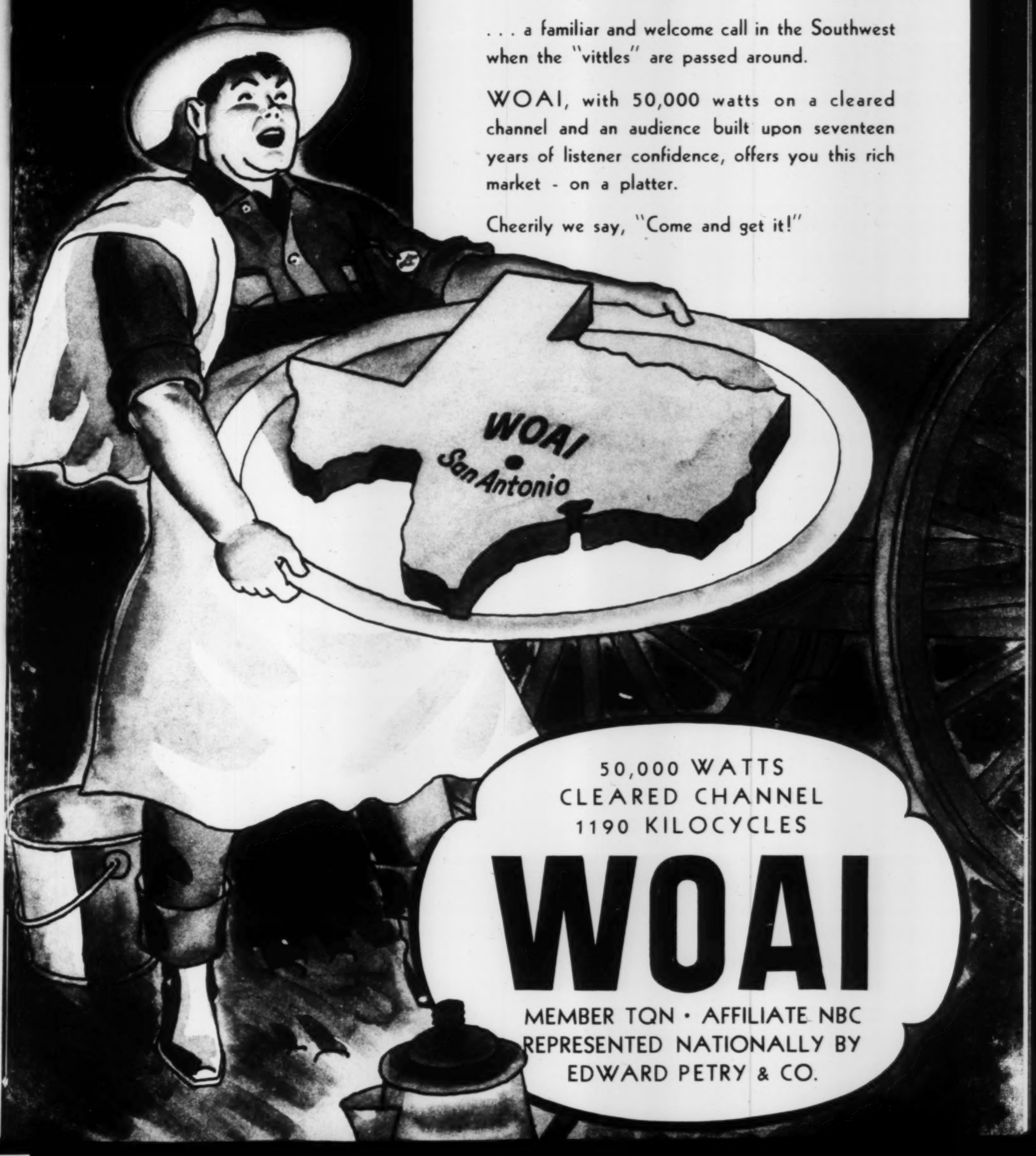
Represented Nationally by Edward Petry and Co., Inc.

"Come and get it"

. . . a familiar and welcome call in the Southwest when the "vittles" are passed around.

WOAI, with 50,000 watts on a cleared channel and an audience built upon seventeen years of listener confidence, offers you this rich market - on a platter.

Cheerily we say, "Come and get it!"



50,000 WATTS
CLEARED CHANNEL
1190 KILOCYCLES

WOAI

MEMBER TQN · AFFILIATE NBC
REPRESENTED NATIONALLY BY
EDWARD PETRY & CO.

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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(Data corrected to January 15, 1940)

TEXAS—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Numbers	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
PARIS	KPLT	1500	250	North Texas Broadcasting Co. Gibralter Hotel 1124	MBS TSN	A. G. Pat Mayse Frank O. Myers Frank O. Myers	Byron Buckeridge .... Weldon Jeffus	....
PECOS	KIUN	1370	100	J. W. Hawkins & B. H. Hubbs KIUN Bldg. 21	....	{Jack Hawkins {Barney Hubbs Jack Hawkins Carl R. Watts	Bill Sharpe Carl R. Watts Grady Cotten	....
PLAINVIEW	KWBD	1200 (Construction permit; starts about March 1)	100–D	W. B. Dennis Plainview	....	W. B. Dennis C. S. Gooch	....	....
PORT ARTHUR	KPAC	1260 CP-1220	500–D CP-500–U	Port Arthur College 1500 Procter St. 7458	....	Carl Vaughn	Majorie Vickers Majorie Vickers Joe Walters	....
SAN ANGELO	KGKL	1370	250	KGKL Inc. St. Angelus Hotel 6715	MBS TSN	Henry Ragsdale Fred E. Humphrey Lonnie Preston	Lynn Bigler .... Frank M. Jones	McGilvra
SAN ANTONIO	KABC	1420	250	Alamo Broadcasting Co. Inc. Milam Bldg. Garfield 4241	MBS TSN	R. E. Willson Bert Mitchell Bert Mitchell	Dave Young Jerry Fisher Kenneth Hyman Jr.	TSN
	KMAC	1370 ST-KONO	250	Walmac Co. Smith Young Tower Cathedral 6211	....	{W. W. McAllister {Howard W. Davis Howard W. Davis Howard W. Davis	A. S. Bessan .... Richard R. Hayes	Burn-Smith
	KONO	1370 ST-KMAC	250	Mission Broadcasting Co. 317 Arden Grove Fannin 5171	....	Eugene J. Roth Eugene J. Roth James M. Brown	Bill A. Laurie .... George W. Ing	....
	KTSA	550	5,000–LS 1,000–N	Sunshine Broadcasting Co. Gunter Hotel Garfield 1251	CBS Lone Star	O. L. Taylor George W. Johnson Charles Balthrope	W. C. Bryan Charles Balthrope W. G. Egerton	Wilson
	WOAI	1190	50,000	Southland Industries Inc. WOAI Bldg. Garfield 4221	NBC-Red TQN	G. A. C. Halff Hugh A. L. Halff	Dwight Bourn Walter S. Zahrt Fred Sterling	Petry
SHERMAN	KRRV	1310 CP-880	250–D CP-1,000–U	Red River Valley Bcstg. Corp. 1910 S. Crockett St. 201	MBS TSN	G. H. Wilcox L. L. Hendrick Emory Reece	Gordon Rainey Maurice Wray T. E. Spellman	....
SWEETWATER	KXOX	1210	250–D	Sweetwater Radio Inc. Radio Bldg. 2341	....	George & Russell Bennitt Russell Bennitt J. Allen Brown	Russell Bennitt J. Allen Brown George W. Dotson	....
TEMPLE	KTEM	1370	250	Bell Broadcasting Co. Kyle Hotel 4646	MBS TSN	Ruth Mayborn Frank W. Mayborn Burton Bishop	Edwin Callaway Burton Bishop Paul Shaw	....
TEXARKANA	KCMC	1420	250	KCMC Inc. 317 Pine St. 958	MBS TSN Arkansas	Henry Humphrey Cliff Tatom John E. Marsh	Thomas Dillahunty Foster W. Fort W. H. Robertson	....
TYLER	KGKB	1500	250	East Texas Broadcasting Co. 115 S. College 1106	MBS	Dr. James G. Ulmer M. E. Danbom M. E. Danbom	Jack Kretsinger Tom Shugart John B. Sheppard	....
VERNON	KVWC	1500	250	Northwestern Bcstg. Co. 1813 Wilbarger St. 1048	MBS TSN	R. H. Nichols Herman Cecil W. J. Dickerson	Herman Cecil W. J. Dickerson W. A. Fowler	....
VICTORIA	KVIC	1310	250–LS 100–N	Radio Enterprises Inc. P. O. Box 725 999	....	Charles C. Shea Charles C. Shea Charles C. Shea	.... Paul Wolf	....
WACO	WACO	1420	250	Frontier Broadcasting Co. Amicable Life Bldg. 2700	MBS TSN	H. M. Fentress James W. Pate R. E. Lee Glasgow	Bernard Helton E. M. Clayton Leon H. Appleman	....
WESLACO	KRGV	1260	1,000	KRGV Inc. 201 Border St. 375	NBC MBS Lone Star	O. L. Taylor ~~Ken Lowell~~ Sibson Ken Lowell Sibson	Dick Watkins Guy W. Bradford Neal McNaughten	Wilson
WICHITA FALLS	KWFT	620	1,000–LS 250–N	Wichita Broadcasting Co. Hamilton Bldg. 3135	CBS MBS	Joe B. Carrigan W. P. Hood Charles Clough	Edward Evans Harold Kimmell John H. Adams	Raymer

UTAH

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Numbers	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
CEDAR CITY	⧗ KSUB	1310	100	Leland M. Perry El Escalente Hotel 398	....	Leland M. Perry Leland M. Perry	....	Cox & Tanz
LOGAN	KVNU	1200	250	Cache Valley Broadcasting Co. 41 S. Main St. 1400	....	S. L. Billings Reed Bullen Jack Luther	Howard Martineau .... Clarence Layne	....
OGDEN	KLO	1400	5,000	Interstate Broadcasting Corp. Hotel Ben Lomond 84	NBC-Blue	A. L. Glasmann Paul R. Heitmeyer Merrill J. Bunnell	Ethel G. Clark Edward McCallum W. D'Orr Cozzens	Bryant-Griffith
PRICE	KEUB	1420	100	Eastern Utah Broadcasting Co. Price 200	....	Jack Richards Jack Richards Jack Richards	Jack Richards .... Owen J. Ford	....
PROVO	KOVO	1210	250	Clifton A. Tolboe 108 W. Center St. 1680	....	Clifton A. Tolboe Arch L. Madsen Arch L. Madsen	A. C. Priddy Evelyn Hansen Howard Johnson	....
SALT LAKE CITY	⧗ KDYL	1290	5,000–LS 1,000–N	Intermountain Broadcasting Corp. Tribune-Telegram Bldg. Wasatch 7180	NBC-Red	S. S. Fox S. S. Fox W. E. Wagstaff	Myron Fox W. E. Wagstaff John M. Baldwin	Blair

Hello Ladies
3:15
The KDYL Announcers' Court
Friday 6:45
in Concert
Wallace Kotter
Concert Pianist
Victory K-D-Y-L Spelling Bee
Buried Alive!
—but never a dull moment
she listens to popular station
KDYL
KDYL
KDYL
KDYL
KDYL
Short Wave Remote Control Service

SHOWMANSHIP!

. . . for Listeners
. . . . for Results!

Alert showmanship . . . creative showmanship—that's the KDYL way of winning and holding audiences. It works! KDYL carries more local advertisers than any other Salt Lake station, although its local rate is no lower. Local advertisers know that KDYL's showmanship brings results. It will bring results for you.

"THE *popular* STATION"

NBC
RED
NETWORK

5,000
WATTS
daytime
1,000 WATTS
night

KDYL

SALT LAKE CITY

Representative:
JOHN BLAIR & CO.

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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UTAH—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Numbers	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
SALT LAKE CITY (Continued)	KSL	1130	50,000	Radio Service Corp. of Utah Union Pacific Bldg. Wasatch 3900	CBS	J. Rueben Clark Jr. Earl J. Glade Ivor Sharp Dan H. Vincent	Glenn Shaw Thomas Axelsen Willice E. Groves Eugene G. Pack	Petry
	KUTA	1500	250	Utah Broadcasting Co. Belverde Apt. Hotel Wasatch 1730	NBC-Blue	Frank C. Carman Frank C. Carman William B. Sears	Robert Hanson Hubert Bisping Lyle Walquist	McGillvra

VERMONT

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Numbers	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
BURLINGTON	WCAX	1200	250	Burlington Daily News Inc. 203 College St. 4880	....	Charles P. Hasbrook H. B. Wight N. C. Goettler	H. B. Wight N. C. Goettler James T. Tierney	....
RUTLAND	WSYB	1500	250	Philip Weiss Music Co. 80 West St. 1247	MBS Yankee Colonial	Philip Weiss J. H. Weiss Philip Weiss	J. H. Weiss .... J. Houser	....
ST. ALBANS	WQDM	1390	1,000-D	Regan & Bostwick 32 N. Main St. 1390	....	E. J. Regan F. Arthur Bostwick G. S. Wasser G. S. Wasser	Walter Murtaugh Aice Coursey E. J. Regan	....
WATERBURY	WDEV	550	1,000-D	L. E. Squier & W. G. Ricker 8 Stowe St. 13-2	....	William G. Ricker Lloyd E. Squier Lloyd E. Squier William G. Ricker	Harold Deal William G. Ricker Melvin H. Stickles	Wilson

VIRGINIA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Numbers	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
CHARLOTTESVILLE	WCHV	1420	250	Community Broadcasting Co. 4th & Market Sts. 2500	....	John F. Arrington Jr. John F. Arrington Jr. George Bond Russell	Jane Prooks Clara Mitchell Walter Gray	Burn-Smith
DANVILLE	WBTM	1370	250-LS 100-N	Piedmont Broadcasting Corp. Hotel Danville 2350	....	Philip Allen James L. Howe James L. Howe	W. B. Heffernan John Croft Phillip Briggs	Burn-Smith
FREDERICKSBURG	WFVA	1260	250-D	Fredericksburg Broadcasting Corp. 528 Wolfe St. 1260	....	Richard F. Lewis Jr. Richard F. Lewis Jr. L. E. Smith	Carl Saunders Howard Severe	Burn-Smith
HARRISONBURG	WSVA	550	500-D	Shenandoah Valley Bcstg. Corp. Main & E. Market Sts. 875	....	Floyd Williams Estate Charles P. Blackley Charles P. Blackley	Wendell Siler .... U. L. Lynch	McGillvra
LYNCHBURG	WLVA	1200	250	Lynchburg Broadcasting Corp. Allied Arts Bldg. 3030	....	Edward A. Allen Philip P. Allen James L. Howe	James H. Moore James L. Howe Albert E. Heiser	....
NEWPORT NEWS	WGH	1310	250	Hampton Roads Bcstg. Corp. Portlock Bldg. 2297	....	Raymond B. Bottom Edward E. Bishop Edward E. Edgar	Miss Gene D. Stratton Edward E. Edgar Raymond P. Aylor Jr.	Burn-Smith
NORFOLK	WTAR	780	5,000-LS 1,000-N	WTAR Radio Corp. National Bank of Commerce Bldg 25671	NBC	Paul S. Huber Campbell Arnoux John W. New	Henry C. Whitehead Ralph S. Hatcher J. L. Grether	Petry
PETERSBURG	WPID (Construction permit)	1210	250	Petersburg Newspaper Corp. Petersburg	....	Walter E. Harris P. S. Huber Campbell Arnoux	....	....
RICHMOND	*WBBL	1210-SH	100	Grace Covenant Presbyterian Church 1627 Monument St. 57491	....	M. A. Sitton	....	....
	WMBG	1350	500 CP-5,000-LS CP-1,000-N	Havens & Martin Inc. Broad & Tilden Sts. 5-8611	NBC-Red	Wilbur M. Havens Wilbur M. Havens R. E. Mitchell	Garnett Tate R. E. Mitchell Wilfred H. Wood	Blair
	WRNL	880	500-D CP-1,000-U	Richmond Radio Corp. 323 E. Grace St. 3-4242	....	John Stewart Bryan E. S. Whitlock E. S. Whitlock	William C. Hamilton .... W. R. Selden	....
	WRTD	1500	100	Times-Dispatch Radio Corp. State Planters Bank Bldg. 37471	NBC-Blue	John D. Wise Ovelton Maxey Ovelton Maxey	Robert Ehrman .... David Bain	Petry
	WRVA	1110	50,000	Larus & Brother Co. Inc. Richmond Hotel 3-6633	CBS MBS	P. L. Reed C. T. Lucy Barron Howard	I. G. Abeloff W. R. Bishop D. C. Woods	Raymer
ROANOKE	WDBJ	930	5,000-LS 1,000-N	Times-World Corp. 124 W. Kirk Ave. 8131	CBS	Junius P. Fishburn Ray P. Jordan Frank D. Kesler	Jack Weldon Jack Weldon J. W. Robertson	Free & Peters
SUFFOLK	WLPM (Construction permit)	1420	250-LS 100-N	Suffolk Broadcasting Corp. Suffolk	....	Fred L. Hart Frank E. Butler Jr. Leo Brody	....	....

WASHINGTON

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Numbers	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
ABERDEEN	KXRO	1310	250	KXRO Inc. 207 E. Market St. 4098	MBS Don Lee Pacific	Harry R. Spence Harry R. Spence Fred G. Goddard	Ben K. Weatherwax Edwin J. Alexander W. M. McGoffin	Blair Forjoe
BELLINGHAM	KVOS	1200	250	KVOS Inc. 1321 Commercial St. 4200	MBS Don Lee Pacific	Rogan Jones	....	Blair
CENTRALIA	KELA	1440	1,000	Central Broadcasting Corp. Centralia 721	MBS Don Lee Pacific	Arthur C. St. John J. Elroy McCaw Joseph Chytil	Paul Corbin Joseph Chytil Sam Norin	Blair
EVERETT	KRKO	1370 ST-KEEN	50	Lee E. Mudgett 300 Clark Bldg. Main 526	MBS Don Lee Pacific	Lee E. Mudgett Lee E. Mudgett W. F. Knehr	P. A. Mudgett W. F. Knehr F. E. Steele	Blair
LONGVIEW	KWLK	780	250-D	Twin City Broadcasting Corp. National Bank of Commerce Bldg. 1-500	MBS Don Lee Pacific	A. C. Campbell A. H. Green F. King Mitchell	Rod Whalen .... John Boren Jack Shawcraft	Blair

EXTRA VALUE IN VIRGINIA

THE VIRGINIA NEWS
EXTRA!

WRVA IS THE BEST RADIO BUY!

Reason No. 1 is that it's the **only** 50,000 watt radio station in Virginia. Reason No. 2 is the tremendous audience developed by **both** of our networks—Columbia **and** Mutual. Reason No. 3 is our comprehensive coverage of the rich market areas in Virginia and North Carolina. Reason No. 4 is the extra value resulting from the low cost. Could we say more? Should we?

C. T. LUCY, General Manager

PAUL H. RAYMER CO.,
National Representative
New York Detroit
Chicago San Francisco

CBS WRVA **WRVA 50,000 WATTS** MBS WRVA

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

**—Non-Commercial Station. D—Day. N—Night. ST—Shares Time. STN—Shares Time Night. SH—Specified Hours. SHN—Specified Hours Night. LS—Local Sunset. L—Limited Time with Dominant Station. SA—Special Authorization. U—Unlimited. CP—Construction Permit Issued.*

(Data corrected to January 15, 1940)

WASHINGTON—(Continued)

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Numbers	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
OLYMPIA	KGY	1210	100	KGY Inc. Capitol Park Bldg. 5090	MBS Don Lee Pacific	Tom Olsen Tom Olsen William R. Taft	Miss Jean Walters William R. Taft John H. Thatcher	Blair
PULLMAN	*KWSC	1220 ST-KTW	5,000	State College of Washington Pullman 6044	....	E. O. Holland Kenneth E. Yeend	Kenneth E. Yeend .... Hugo T. Libby	....
SEATTLE	KEEN	1370 ST-KRKO	100	KVL Inc. Smith Tower Seneca 0070	....	Arthur C. Dailey Arthur C. Dailey Arthur C. Dailey	Harold D. Porter Harold D. Porter L. D. Woodruff	....
	KIRO	710	1,000	Queen City Bcstg. Co. Inc. Cobb Bldg. Seneca 1500	CBS	L. K. Lear Saul Haas H. J. Quilliam Loren B. Stone	Tommy Thomas Loren B. Stone J. B. Hatfield	Katz
	KJR	970	5,000	Fishers Blend Station Inc. Skinner Bldg. Elliott 5890	NBC-Blue	O. D. Fisher Birt F. Fisher H. M. Feltis	Willard W. Warren Charles A. Bailie Francis J. Brott	Petry
	KOL	1270	5,000-LS 1,000-N	Seattle Broadcasting Co. Northern Life Tower Main 2312	MBS Don Lee Pacific	Archie Taft Archie Taft Oliver A. Runchey	Edward J. Jansen .... Perry Lind	Blair
	KOMO	920	5,000-LS 1,000-N	Fishers Blend Station Inc. Skinner Bldg. Elliot 5890	NBC-Red	O. D. Fisher Birt F. Fisher H. M. Feltis	W. W. Warren Charles A. Bailie Francis J. Brott	Petry
	KRSC	1120	250 CP-1,000	Radio Sales Corp. 819 Fairview Place Main 0110	....	P. K. Leberman Robert E. Priebe Romig C. Fuller	Ted Bell E. B. Rivers G. A. Freeman	....
	*KTW	1220 ST-KWSC	1,000	First Presbyterian Church 7th & Spring Main 2056	....	First Presbyterian Church James S. Ross	.... James S. Ross	....
	KXA	760 L-WJZ	500-LS 250-N CP-1,000	American Radio Telephone Co. Bigelow Bldg. Seneca 1000	....	R. F. Meggee Florence Wallace Frank Powers	J. Jackson Latham .... Maurice H. McMullen	Cox & Tanz
SPOKANE	KFIO	1120	100-D	Spokane Broadcasting Corp. Ziegler Bldg. Main 3400	....	Arthur L. Smith Arthur L. Smith Bryan E. Woolston	Gertrude Longmier .... Curtis T. Strong	....
	KFPY	890	5,000	Symons Broadcasting Co. Symons Bldg. Main 1218	CBS Northwest Triangle	T. W. Symons Jr. Arthur L. Bright Arthur L. Bright	R. W. Brazeal .... George E. Langford	Katz
	KGA	1470	5,000	Louis Wasmer Inc. Radio Central Bldg. Main 5383	NBC-Blue	Louis Wasmer Harvey Wixson Harvey Wixson	Roy Grandey .... Al G. Sparling	Petry
	KHQ	590	5,000	Louis Wasmer Inc. Radio Central Bldg. Main 5383	NBC-Red	Louis Wasmer Harvey Wixson Harvey Wixson	Roy Grandey .... Al G. Sparling	Petry
TACOMA	KMO	1330	1,000	KMO Inc. 914½ Broadway Main 4144	MBS Don Lee Pacific	Carl E. Haymond Carl E. Haymond Thayer Ridgway	Dick Ross Larry Huseby J. D. Kolesar	Blair
	KVI	570	5,000-LS 1,000-N	Puget Sound Bcstg. Co. Inc. Rust Bldg. Broadway 4211	CBS	Mrs. Vernice Irwin Mrs. Vernice Irwin Earl T. Irwin	Wade Thompson Dorothy Doernbecher James W. Wallace	Free & Peters
VANCOUVER	KVAN	880	250-D	Vancouver Radio Corp. P. O. Box 610 150	....	Walter L. Read Walter L. Read S. W. McReady	Leon Crager Ray Baty Paul W. Spargo	....
WALLA WALLA	KUJ	1370	100	KUJ Inc. 2nd & Rose 1230	....	H. E. Studebaker H. E. Studebaker Jerry Jensen	Richard Clodius Norval Armes Milton MacLafferty	Biddick Sears & Ayer Cox & Tanz
WENATCHEE	KPQ	1500	250	Wescoast Broadcasting Co. 20 Second St. 45	MBS Don Lee Pacific	Rogan Jones Cole E. Wylie John C. Jessup	Dorothy Lee John C. Jessup Ellwood Lipincott	Blair
YAKIMA	KIT	1250	1,000	Carl E. Haymond Radio Center 8115	MBS Don Lee Pacific	Carl E. Haymond	....	Blair

WEST VIRGINIA

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Numbers	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
BECKLEY	WJLS	1210	250	Joe L. Smith Jr. 3 Main St. 2700	....	Joe L. Smith Jr. Joe L. Smith Jr. C. H. Murphy Jr.	Barnes H. Nash C. H. Murphy Jr. Marion H. McDowell	....
BLUEFIELD	WHIS	1410	1,000-LS 500-N	Daily Telegraph Printing Co. 621 Commerce St. 2618	....	H. I. Shott J. Lindsey Alley J. Lindsey Alley	Melvin F. Barnett J. Lindsey Alley P. T. Flanagan	....
CHARLESTON	WCHS	580	5,000-LS 500-N	Charleston Broadcasting Co. 1016 Lee St. Capitol 28-131	CBS W. Va.	John A. Kennedy John A. Kennedy Howard L. Chernoff	Nicholas Pagliara Howard L. Chernoff Odes Robinson	Branham
	WGKV	1500	100	Kanawha Valley Bcstg. Co. 1016 Lee St. 37-541	NBC	W. A. Carroll Richard F. Sowers	Joe Matthews .... Paul Higgins	....
CLARKSBURG	WBLK	1370	250	Exponent Co. Robinson Grand Theatre Bldg. 3040	NBC W. Va.	John A. Kennedy Mike Layman Mike Layman	Don McWhorter .... Russell W. Banks	Branham
FAIRMONT	WMMN	890	5,000-LS 1,000-N	Monongahela Valley Bcstg. Co. 208 Adams St. 3100	CBS	George B. Storer O. J. Kelchner O. J. Kelchner	Howard Wolfe W. L. Ferguson J. R. Heck	Blair
HUNTINGTON	WSAZ	1190 L-WOAI	1,000	WSAZ Inc. 929½ Fourth Ave. 4106	W. Va.	John A. Kennedy Edward S. Klein Edward S. Klein	Nicholas Pagliara V. C. Bailey Glenn E. Chase	....
PARKERSBURG	WPAR	1420	100	Ohio Valley Broadcasting Corp. Grinter Bldg. 2530	CBS W. Va.	John A. Kennedy A. Rauch A. N. Archer	Ken G. Given .... W. A. Sodaro	Branham
WHEELING	WWVA	1160 STN-WOWO	5,000	West Virginia Bcstg. Corp. Hawley Bldg. 5383	CBS	George B. Storer George W. Smith George W. Smith	Wayne A. Sanders Paul J. Miller Glenn G. Boundy	Blair
WILLIAMSON	WBTH	1370	250	Williamson Bcstg. Co. Mountaineer Hotel Block 1241	....	G. W. Taylor Harold McWhorter Harold McWhorter	C. E. Whikehart .... W. N. Nungesser	....

Put 'em Over the Stake!

Both
RINGERS
with
Listeners

Both
RINGERS
with
Advertisers

Here are two RINGERS found on many a "must" list. Both serve their respective markets in a manner that befits the plaudits of legions of listeners. Both offer the opportunity to put that radio campaign over the stake in winning style! . . . IT'S YOUR PITCH!!

WMMN

Fairmont, West Va.

NO NIGHT HERE!

24

Hours on the Air

We don't believe in sleeping when there are listeners and advertisers to be served!

5000 WATTS

1000 Watts Night

WWVA

Wheeling, West Va.

Let Us—
Hold Your Baby!

We're "registered" nurses when it comes to that intense personal attention which makes for bang-up success! BOX TOPS or RETAIL SALES — either demand suits us!

5000 WATTS

Eleven-Sixty on Your Dial

DIRECTORY OF BROADCASTING STATIONS OF THE UNITED STATES

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(Data corrected to January 15, 1940)

WISCONSIN

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Numbers	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
APPLETON	WHBY	1200	250	WHBY Inc. 600 S. Lawe St.		Rev. James A. Wagner Hayden R. Evans	....	Reynolds-Fitzgerald
ASHLAND	WATW (Construction permit; starts about March 1)	1370	100	Mich.-Wis. Bcstg. Co. Ashland		N. C. Ruddell N. C. Ruddell N. C. Ruddell	.... R. L. Johnson	....
EAU CLAIRE	WEAU	1050 L-KFBI	5,000-LS 1,000-N	Central Broadcasting Co. 203 S. Farstow St. 6149	....	Walter C. Bridges John J. Stack John J. Stack	.... John J. Stack Charles B. Persons	Hollingbery
FOND DU LAC	KFIZ	1420	100	Reporter Printing Co. 18 W. First St. 356	....	A. H. Lange Lynn N. Fairbanks Lynn N. Fairbanks	Cile Fairbanks Lynn N. Fairbanks Wendell S. Meyers	....
GREEN BAY	WTAQ	1330	5,000-LS 1,000-N CP-5,000-U	WHBY Inc. Bellin Bldg. Adams 1	CBS	Rev. James A. Wagner Hayden R. Evans Val Schneider	Emlyn Owen Val Schneider W. J. Stangel	Reynolds-Fitzgerald
JANESVILLE	WCLO	1200	250	Gazette Printing Co. Gazette Bldg. 2500	....	Sid Bliss James F. Kyler Val Weber	Sally Hester Kyler Paul Ruhle Charlie Brannen	....
LA CROSSE	WKBH	1380	1,000	WKPH Inc. Radio Bldg. 450	CBS	Harry Dahl Otto M. Schlabach Charles F. Callaway	Berneice D. Callaway Charles F. Callaway Alvin Leeman	Wilson
MADISON	*WHA	940	5,000-D	University of Wisconsin Radio Hall University 476	....	State of Wisconsin H. B. McCarty	William Harley H. A. Engel John Stiehl	
	WIBA	1280	5,000-LS 1,000-N	Badger Broadcasting Co. Inc. 111 King St. Fairchild 8800	NBC	William T. Evjue Tom C. Bowden William E. Walker	Kenneth F. Schmitt .... Norman H. Hahn	Reynolds-Fitzgerald
MANITOWOC	WOMT	1210	100	Francis M. Kadow Radio Bldg. 400W	....	Francis M. Kadow Francis M. Kadow Arthur Blake	Frederick Hessler John Falvey W. C. Dubin	....
MARINETTE	WMAM	570	250-D	M & M Broadcasting Co. Marinette	....	W. E. Walker M. F. Chapin Morgan Sexton	Paul Skinner .... Werner Schwarz	Reynolds-Fitzgerald
MILWAUKEE	WEMP	1310	250	Milwaukee Broadcasting Co. Empire Bldg. 7722	....	Herbert L. Mount C. J. Lanphier C. J. Lanphier	Charles A. LaForce Ben Wolff Ray Host	Forjoe
	WISN	1120	1,000-LS 250-N	Hearst Radio Inc. 123 W. Michigan St. Daly 3900	CBS	Hearst Radio Inc. G. W. Grignon Fred Zindler	Woods Dreyfus Hal C. Burnett D. A. Weller	International
	WTMJ	620	5,000-LS 1,000-N	Journal Co. 333 W. State St. Marquette 6000	NBC-Red	W. J. Damm L. W. Herzog W. F. Dittmann	R. G. Winnie Russell Tolg D. W. Gallerup	Petry
POYNETTE	WIBU	1210	250	William C. Forrest Poynette 97R5		William C. Forrest William C. Forrest William C. Forrest	Sarah Forrest William C. Forrest Leonard Doese	....
RACINE	WRJN	1370	250	Racine Broadcasting Corp. 441 Main St. Jackson 290	....	F. R. Starbuck Harry R. Le Poidevin Harold J. Newcomb	H. S. Mann Jr. Ken Hegard F. Lee Dechan	....
RICE LAKE	WJMC	1210	250-D	W. H. McGenty 401 N. Main St. 550		W. H. & J. J. McGenty Conrad Rice C. C. Leonard	Conrad Rice .... Lawrence Brunes	....
SHEBOYGAN	WHBL	1300	1,000-LS 250-N	Press Publishing Co. 626 Center Ave. 1900		C. E. Broughton Edward J. Cunniff Edward J. Cunniff	Mona J. Pape Edward J. Cunniff Herbert J. Mayer	Wilson
STEVENS POINT	*WLBL	900	5,000-D	State of Wisconsin Dept. of Agriculture 525	....	State of Wisconsin F. R. Calvert	W. P. Wickmann .... H. O. Brickson	....
SUPERIOR	WDSM	1200	100	WDSM Inc. Board of Trade Bldg. 3200	MBS	Fred A. Baxter Robert D. Kennedy Robert D. Kennedy	James Payton Paul A. Sevareid Olaf N. Gabrielson	....
	WEBC	1290	5,000-LS 1,000-N	**(See Duluth, Minn.)**				
WAUSAU	WSAU	1370	250	Northern Broadcasting Co. 113 Third St. 6521		W. E. Walker Wayne W. Cribb Wayne W. Cribb	Donald R. Burt Wayne W. Cribb Roland W. Richardt	Reynolds-Fitzgerald

WYOMING

City	Call Letters	Frequency in Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Numbers	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
CASPER	KDFN	1440	500	D. L. Hathaway First & Lennox Sts. 407		D. L. Hathaway D. L. Hathaway F. Hufsmith	Marcus R. Nichols Byers A. Fleming Floyd Wickencamp	Sears & Ayer
ROCK SPRINGS	KVRS	1370	250	Wyoming Broadcasting Co. Rock Springs		R. R. West	....	....
SHERIDAN	KWYO	1370	250	Big Horn Broadcasting Co. Inc. 19 N. Main St. 601		R. E. Carroll Herb Siebert Herb Siebert	Jim Carroll Leanord McLean Robert Crossthwaite	Sears & Ayer Griffith

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(Territories and Possessions)

(Data corrected to January 15, 1940)

ALASKA

City	Call Letters	Frequency In Kilocycles	Power In Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
ANCHORAGE.......	KFQD	780-SH	250	Anchorage Radio Club Inc. KFQD Bldg. Black 143	....	R. E. McDonald R. E. McDonald R. E. McDonald	Kenneth Laughlin .... William J. Wagner	....
FAIRBANKS.........	KFAR	610	1,000	Midnight Sun Broadcasting Co. Lathrop Bldg. East 380	....	Austin E. Lathrop Jack Winston W. K. Foster	Jack Winston Ward Duffy Stanton Bennett	KFAR
JUNEAU............	KINY	1430	1,000	Edwin A. Kraft Box 2597 197	....	Edwin A. Kraft C. B. Arnold C. B. Arnold	Harry Long .... Vincent I. Kraft	McGillvra
KETCHIKAN........	KGBU	900	500	Alaska Radio & Service Co., Inc. Ketchikan 311	....	James A. Britton	....	....

HAWAII

City	Call Letters	Frequency In Kilocycles	Power In Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
HILO..............	KHBC	1200	250	Hawaiian Broadcasting System Ltd. P. O. Box 595 7877	CBS MBS	J. Howard Worrall Earl A. Nielsen Earl A. Nielsen	Jack Williams Earl A. Nielsen Ed Powell, Jr.	Blair
HONOLULU.........	KGMB	1320 CP-590	1,000 CP 5,000	Hawaiian Broadcasting System Ltd. Box 581 2323	CBS MBS	J. Howard Worrall Webley Edwards Henry C. Putnam	Leo Rumsey Henry C. Putnam Eugene T. Goldrup	Blair
	KGU	750 L-WJR	2,500	Advertiser Publishing Co., Ltd. P. O. Box 3110	NBC	Lorrin P. Thurston Marion A. Mulrony Don O. Crozier	Richard McGuire William Paine Marion A. Mulrony	Biddick Katz
LIHUE.............	KTOH	1500 (Construction permit: starts about April 1)	250–LS 100–N	Garden Isle Publishing Co., Ltd. Lihue, Kaukai 321	....	Charles J. Fern Deane Stewart Deane Stewart	William Parsons .... Robert Glenn	....

PUERTO RICO

City	Call Letters	Frequency In Kilocycles	Power In Watts	Name of Licensee Headquarters Address Telephone Number	Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
MAYAGUEZ.........	WPRA	1370-SH CP-780	250–LS 100–N CP 2,500–LS CP 1,000–N	Puerto Rico Advertising Co. Box 271 269	....	Andre Camara Ralph P. Perry William Diaz Mendez	Antonio Rovira .... Ralph P. Perry	....
PONCE.............	WPAB	1340 (Construction permit)	1,000	Portorican American Bcstg. Co. Inc. Ponce	....	Juan Luis Boscio Miguel Soltero Palermo	....	....
	WPRP	1420-SH	250	Julio M. Conesa Ponce	....	Julio M. Conesa	....	....
SAN JUAN..........	WKAQ	1240	1,000	Radio Corp. of Porto Rico Telephone Bldg. 2014	CBS	H. H. Buttner John A. Zerbe Jose C. Irizarry	David A. Brown .... Angel P. Del Valle	....
	WNEL	1290	2,500–LS 1,000–N	Juan Piza 59 Salvador Brau St. 107	....	Juan Piza Edgar S. Belaval Agustin Camunas	Gustavo Diaz Gustavo Diaz William Greer	Broadcasting Abroad

THE LINK OF THE AMERICAS

WNEL

San Juan, Puerto Rico

Where two cultures meet in a $90,000,000 market for American goods, we give complete bilingual coverage.

2,500 Watts, Day • 1,000 Watts, Night

Directory of

BROADCASTING STATIONS IN CANADA

*—*Non-Commercial Stations.* *D—Day.* *N—Night.*

(*Data corrected to January 1, 1940*)

Total Stations: 90

ALBERTA

City	Call Letters	Frequency In Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Numbers	Commercial Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
CALGARY..........	CFAC	930	1,000	Southwestern Publishers Ltd. Southam Bldg. R-1036	CBC	Harold R. Carson Gordon S. Henry Fred R. Shaw	Pat Freeman John N. Hunt Earle C. Connor	All-Canadia Weed
	CFCN	1030	10,000	Voice of the Prairies Ltd. Toronto General Trust Bldg. M-1161	....	M. G. Love M. G. Love E. H. McGuire	E. Maloney .... W. V. McLaughlin	Slatter McGillvra Inland
	CJCJ	690	100	Albertan Publishers Ltd. Renfrew Bldg. Main 9966	....	Gordon Bell J. E. Gerke T. E. Snelgrove	.... M. MacKenzie	....
EDMONTON........	CFRN	960	100	Sunwapta Broadcasting Co. Ltd. Canadian Pacific Bldg. 22101	....	G. R. A. Rice G. R. A. Rice F. H. Nielsen	S. L. Lancaster D. Atkinson F. M. Makepeace	McGillvra Slatter Inland
	CJCA	730	1,000	North Western Publishers Ltd. Birks Bldg. 26131	CBC	North Western Publishers Frank H. Elphicke E. G. Chown	N. A. Botterill F. N. Johnson H. McMahon	All-Canada Weed
	*CKUA	580	500	University of Alberta University of Alberta 32233	....	University of Alberta Donald Cameron	Richard MacDonald .... John Wardlaw Porteous	....
GRANDE PRAIRIE..	CFGP	1200	100	Northern Broadcasting Corp. Ltd Grande Prairie 153	....	C. L. Berry C. L. Berry C. L. Berry	Ed. Powell C. L. Berry Stewart Findlay	All-Canada Weed
LETHBRIDGE.......	CJOC	1210	100	Lethbridge Broadcasting Ltd. Marquis Hotel 3872	CBC	J. C. Hutchings A. Nicholl	R. Buss	All-Canada Weed

BRITISH COLUMBIA

City	Call Letters	Frequency In Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Numbers	Commercial Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
CHILLIWACK.......	CHWK	780	100	Chilliwack Broadcasting Co. 16 Wellington Ave. 6106	....	C. Casey Wells C. Casey Wells C. Casey Wells	Jack Pilling C. C. Wells Jack Pilling	....
KAMLOOPS........	CFJC	880	1,000	Review Publishing Co. 209 Victoria St. 1000	CBC	R. E. White D. Homersham D. Homersham	Glen Robertel L. Irvine T. Smalley	All-Canada Weed
KELOWNA..........	CKOV	630	1,000	Okanagan Broadcasting Ltd. Box 1515 200	CBC	J. W. B. Browne J. W. B. Browne C. G. Elphicke	M. E. Royle B. A. Heeney J. H. B. Browne	All-Canada McGillvra
NELSON............	CKLN	1420	100	News Publishing Co. Ltd. 711 Radio Ave. 19	....	F. F. Payne Hume A. Lethbridge Hume A. Lethbridge	F. R. Halhed .... Merion W. Brown	All-Canada
PRINCE RUPERT...	CFPR	580	50	Felix E. Batt 336 Second Ave. 863	....	F. E. Batt C. H. Insulander C. H. Insulander	S. J. Anderson S. J. Anderson C. H. Insulander	Inland
TRAIL..............	CJAT	910	1,000	Kootenay Broadcasting Co. Ltd. 815 Victoria St. 737	....	B. A. Stimmel A. J. Balfour J. M. Ellis	Charles Smith J. M. Ellis Eric Aylen	All-Canada Weed
VANCOUVER........	CBR	1100	5,000	Canadian Broadcasting Corp. Hotel Vancouver Trinity 2511	CBC	CBC—Gladstone Murray I. Dilworth E. A. Weir	.... F. B. C. Hilton	CBC
	CJOR	600	500	CJOR Ltd. Grovesnor Hotel Trinity 5321	....	George Clark Chandler George Clark Chandler Don Laws	Dick Diespecker .... H. P. Seabrook	Inland McGillvra
	CKCD	1010	100	Vancouver Daily Province Daily Province Seymour 2750	....	Daily Province W. G. Hassell	....	....
	CKFC	1410	50	Standard Bcstg. System Ltd. Sun Tower Trinity 3338	....	Sun Publishing Co. F. E. Rutland F. E. Rutland	I. G. Clark N. McSweyn A. L. Porter	....
	CKMO	1410	100	Sprott-Shaw Radio Co. Ltd. 812 Robson St. Marine 1271	....	R. J. Sprott H. M. Cooke J. Short	R. H. Wright H. M. Cooke E. G. Rose	Stewart
	CKWX	1010	100	Western Broadcasting Co. Ltd. Hotel Georgia Seymour 2288	....	Arthur Halstead Arthur Halstead Reg. M. Dagg	Fred C. Bass Reg. M. Dagg E. Ross McIntyre	All-Canada Weed
VICTORIA..........	CFCT	1450	500	Victoria Broadcasting Assn. 620 View St. Garden 2014	....	George W. Deaville George W. Deaville Lee Hallberg	Bernard C. Deaville Bernard C. Deaville Ray Tate	....

DIRECTORY OF BROADCASTING STATIONS IN CANADA

**—Non-Commercial Stations.* *D—Day.* *N—Night.*
(Data corrected to January 1, 1940)

MANITOBA

City	Call Letters	Frequency In Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Numbers	Commercial Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
BRANDON..........	CKX	1120	1,000	Manitoba Telephone System City Hall Square 4532	CBC	Man. Telephone System William Sellers John Craig	....	All-Canada Weed
FLIN FLON.........	CFAR	1370	100	Arctic Radio Corp. Ltd. 120 Main St. 290	....	George W. Bridgman George W. Bridgman E. T. Scott	E. T. Scott .... Reginald Durie	All-Canada Weed
WINNIPEG.......	CJRC	630	1,000	James Richardson & Sons Ltd. Royal Alexandra Hotel 92-266	....	Mrs. James A. Richardson Victor F. Nielsen John D. Kemp	Edmund H. Houston Hugh J. Young A. W. Hooper	McGillvra Slatter Inland
	CKY	910	15,000	Manitoba Telephone System Telephone Bldg. 92-191	CBC	Man. Telephone System W. H. Backhouse P. H. Gayner	R. H. Roberts D. R. P. Coates W. A. Duffield	All-Canada Weed
	CJGX	1430	1,000	**(See Yorkton, Sask.)**				

NEW BRUNSWICK

City	Call Letters	Frequency In Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Numbers	Commercial Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
CAMPBELLTON.....	CKNB (Construction permit)	1210	100	Dr. Charles H. Houde Campbellton	....	Dr. Charles H. Houde C. S. Chapman	.... L. P. Paquet	....
FREDERICTON.....	CFNB	550	1,000	James S. Neill & Sons Ltd. Fredericton 209	CBC	J. Stewart Neill J. Stewart Neill J. Stewart Neill	Vera True D. R. Moore S. R. Cassidy	Weed All-Canada
MONCTON..........	CKCW	1370	100	Moncton Broadcasting Co. Ltd. Knights of Pythias Bldg. 3388	CBC	J. L. Black F. A. Lynds F. A. Lynds	Earl McCarron F. A. Lynds A. J. White	McGillvra
SACKVILLE.........	CBA	1050	50,000	Canadian Broadcasting Corp. Nova Scotian Hotel Halifax, N. S.	CBC	CBC—Gladstone Murray George Young E. A. Weir	.... J. Carlisle	CBC
SAINT JOHN.......	CHSJ	1120	100	New Brunswick Bcstg. Co. Ltd. Admiral Beatty Hotel 3-2307	CBC	Howard P. Robinson L. W. Bewick George A. Cromwell	L. de B. Holly George A. Cromwell J. G. Bishop	McGillvra

BY POPULAR DEMAND!

Radio Station

CKNB

Campbellton, N. B.

—which is—

158 AIR-LINE MILES FROM THE NEAREST MARITIME PROVINCE STATION
190 AIR-LINE MILES FROM NEAREST CBC STATION (CBA, Sackville)

• • •

A COMMUNITY STATION, serving a community's needs, CKNB enjoys the distinction of being Northern New Brunswick's most-listened-to radio station. Situated in the heart of industrial New Brunswick, CKNB carries your selling message to a prosperous, receptive audience.

SUCCESSFUL PROGRAMMING FOR SUCCESSFUL SELLING

For full particulars, write to:

Radio Station CKNB
P. O. Drawer 840
CAMPBELLTON, N. B.

250 Watts

1210 Kcs.

Endorsed

Canadian Broadcasters do endorse Lang-Worth Transcription Service as the ultimate in radio program value.

Lang-Worth Feature Programs
INCORPORATED
420 MADISON AVE., NEW YORK, N. Y.

DIRECTORY OF BROADCASTING STATIONS IN CANADA

**—Non-Commercial Stations. D—Day. N—Night.*
(Date corrected to January 1, 1940)

NOVA SCOTIA

City	Call Letters	Frequency In Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Numbers	Commercial Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
HALIFAX...........	CHNS	930	1,000	Maritime Broadcasting Co. Ltd. Lord Nelson Hotel B-8318	CBC	Andrew W. Robb Major W. C. Borrett John F. Clare	Fletcher Coates Fletcher Coates Arthur W. Greig	All-Canada Weed
	CJHC (Construction permit)	1290	1,000	Chronicle Co. Ltd. Halifax	....	F. B. McCurdy	....	....
SYDNEY............	CJCB	1240	1,000	Eastern Broadcasters Ltd. Radio Bldg. 209-1145	CBC	N. Nathanson N. Nathanson M. Grant	T. C. Robertson C. MacDougall Charles Atkinson	All-Canada Weed
WOLFVILLE........	*CKIC	1010	50	Acadia University Wolfville 270	....	Acadia University Roy T. Steeves	Frances M. Patterson .... Roy T. Steeves	....
YARMOUTH........	CJLS	1310	100	Laurie L. Smith Radio Bldg. 500	....	Laurie L. Smith Laurie L. Smith Fin Hollinger	Earl Jeffrey Fin Hollinger Laurie L. Smith	Dominion

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Studios & Offices
Lord Nelson Hotel
Halifax, Nova Scotia

DIRECTORY OF BROADCASTING STATIONS IN CANADA

**—Non-Commercial Stations.* *D—Day.* *N—Night.*
(Data corrected to January 1, 1940)

ONTARIO

City	Call Letters	Frequency In Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Numbers	Commercial Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
BRANTFORD	CKPC	930	100	Telephone City Broadcast Ltd. 49 Colborne St. 625	....	Don Buchanan Don Buchanan Don Buchanan	E. M. Feely Carl Roadhouse Jerome Kelly	McGillvra
CHATHAM	CFCO	630	100	John Beardall Wm. Pitt Hotel 2626	....	John Beardall John Beardall P. A. Kirkey	Gordon D. Brooks	McGillvra
COBALT	CKMC	1210	50	R. L. McAdam Cobalt	....	R. L. McAdam R. L. McAdam R. L. McAdam	.... R. L. McAdam	....
FORT WILLIAM-PORT ARTHUR	CKPR	580	1,000	Dougall Motor Car Co. Ltd. Radio Hall, Fort William South 315	CBC	H. F. Dougall H. F. Dougall Gordon McClain	Ralph Parker Jack Penson Tom Ross	Slatter Inland Weed
HAMILTON	CHML	1010	100	Maple Leaf Radio Co. Ltd. Pigott Bldg. 7-1539	....	A. C. Hardy Kenneth D. Soble Kenneth D. Soble	Alexander Smith M. McBain Clarence Snelgrove	....
	CKOC	1120	1,000-D 500-N	Wentworth Broadcasting Co. Ltd. Wentworth Bldg. 2-4661	....	H. R. Carson M. V. Chesnut W. T. Cranston	W. M. Guild K. A. Kelly L. Horton	All-Canada Weed
KENORA	CKCA	1420	250-D 100-N	Kenora Broadcasting Co. Ltd. Kenricia Hotel 717	....	R. W. Starratt George A. Titus Clinton V. Godwin	Clinton V. Godwin .... E. Y. Tomkins	All-Canada
KINGSTON	CFRC	1510	100	Queen's University Whig Standard Bldg. 616	CBC	Queen's University James Annand James Annand	James Annand .... Harold Stewart	Weed
KIRKLAND LAKE	CJKL	560	1,000	Northern Bcstg. & Publishing Ltd. Arcade Bldg. 27	CBC	Roy H. Thomson Brian G. Shellon Brian G. Shellon	Richard Irvine Jack Cooke William K. Marks	All-Canada Weed
KITCHENER	CKCR	1510	100	K. & W. Broadcasting Co. Waterloo Trust Bldg. 4360	....	W. C. Mitchell G. Liddle W. C. Mitchell G. Liddle	Karl Monk G. Liddle Ion Hartman	Dominion
LONDON	CFPL	730	100	London Free Press Printing Co. Ltd. 442 Richmond St. Metcalfe 5200	....	Walter Blackburn Philip H. Morris Philip H. Horris	.... Lloyd Yorke	Dominion McGillvra
NORTH BAY	CFCH	930	100	Northern Bcstg. & Publishing Ltd. Capitol Theatre Bldg. 2400	CBC	Roy M. Thomson Tom Darling Tom Darling	C. O. Pickrem Jack Cooke James Book	All-Canada Weed
OTTAWA	CBO	880	1,000	Canadian Broadcasting Corp. Chateau Laurier Hotel 2-1151	CBC	CBC—Gladstone Murray W. C. Anderson E. A. Weir	.... R. K. Anderson	CBC
	CKCO	1010	100	Dr. G. M. Geldert 272 Somerset St., W. 2-3611	....	Dr. G. M. Geldert Dr. G. M. Geldert Rolly Ford	Rénee Marier Rolly Ford Ian R. Henderson	McGillvra
OWEN SOUND	CFOS (Construction permit)	1370	100	Howard Fleming 869 Second Ave., E. 113	....	Howard Fleming	....	....
PRESCOTT	CFLC	930	100	Radio Assn. of Prescott George St. 302	...	Radio Assn. of Prescott L. F. Knight A. E. Lindsay	E. A. Cook .... L. F. Knight	....
ST. CATHERINES	CKTB	1200	100	Silver Spire Bcstg. Station Ltd. 12 Yates St. 3900	....	E. T. Sandell Paul Frost Paul Frost	J. B. Mitchell .... W. H. Allen	Dominion
SAULT STE. MARIE	CJIC	1500	100	J. C. Whitby & J. G. Hyland P. O. Box 504 360	...	J. G. Hyland J. G. Hyland J. G. Hyland	J. C. Whitby S. Jarvis S. C. Cusack	McGillvra
STRATFORD	CJCS	1210	50	F. M. Squires Windsor Hotel 1675	....	F. M. Squires F. M. Squires S. E. Tapley	Charles Tretheway S. E. Tapley J. Camden	All-Canada Weed
SUDBURY	CKSO	780	1,000	Sudbury Star Publishing Co. Sudbury Star Bldg. 280	CBC	W. E. Mason W. J. Woodill W. J. Woodill	Howard Clark Howard Clark Jim McRae	....
TIMMINS	CKGB	1440	1,000	Northern Broadcasting Co. Ltd. Sky Block, Pine St., S. 500	CBC	R. H. Thomson Jack Cooke Rip Crotty	Bob Keston .... Allan Taylor	All-Canada Weed
TORONTO	CBL	840	50,000	Canadian Broadcasting Corp. 805 Davenport Rd. Lakeside 2817	CBC NBC	CBC—Gladstone Murray J. R. Radford E. A. Weir	J. R. Radford .... W. C. Little E. Stewart	CBC
	CBY	1420	100	Canadian Broadcasting Corp. 805 Davenport Rd. Lakeside 2817	CBC NBC MBS	CBC—Gladstone Murray J. R. Radford	J. R. Radford .... W. C. Little E. Stewart	CBC
	CFRB	690	10,000	Rogers Radio Bcstg. Co. Ltd. 37 Bloor St., W. Midway 3515	CBS	Harry Sedgwick Lloyd Moore	Roy Locksley .... Jack Sharp	All-Canada McGillvra
	CKCL	580	100	Dominion Battery Co. Ltd. 444 University Ave. Adelaide 1014	....	Henry S. Gooderham Albert E. Leary Ernest Miles	Maurice D. Rapkin .... E. O. Swann	....
WINDSOR	CKLW	1030	5,000	Western Ontario Bcstg. Co. Ltd. Guaranty Trust Bldg. 4-1155	CBC MBS	Malcom G. Campbell J. E. Campeau L. J. Du Mahaut	John Gordon Gordon B. Castle William G. Carter	....
WINGHAM	CKNX	1200	100	Wingham Radio Club Fields Bldg. 158	....	W. T. Cruickshank W. T. Cruickshank B. Howard Bedford	Harry J. Boyle R. G. Buckingham Scott Reid	McGillvra

DIRECTORY OF BROADCASTING STATIONS IN CANADA

**—Non-Oommercial Stations.* *D—Day.* *N—Night.*
(Data corrected to January 1, 1940)

PRINCE EDWARD ISLAND

City	Call Letters	Frequency In Kilocycles	Power in Watts	Name of Licensee Headquarters Address Telephone Numbers	Commercial Network	Chief Owner or Executive General Manager Commercial Manager	Program Director Mdsg. or Promotion Mgr. Chief Engineer	Representative
CHARLOTTETOWN	CFCY	630	1,000	Island Radio Broadcasting Co. Ltd. Brace Bldg. 741	CBC	Lt. Col. Keith S. Rogers L. Arthur McDonald L. Arthur McDonald	L. Arthur McDonald K. S. Rogers M. H. F. Young	All-Canada Weed
	CHCK	1310	50	J. A. Gesner Charlottetown	....	J. A. Gesner M. H. F. Young	....	....
SUMMERSIDE	CHGS	1450	50	R. T. Holman Ltd. 190 Water St. 134	....	H. T. Holman R. L. Mollison J. E. Millman	J. E. Millman .... Carl MacCaull	....

QUEBEC

CHICOUTIMI	CBJ	1120	100	Canadian Broadcasting Corp. Chicoutimi Saguenay-Quebec 155	CBC	CBC—Gladstone Murray Vilmond Fortin	....	CBC
HULL	CKCH	1210	100	Hull Broadcasting Co. Rg. 85 Champlain Ave. 2-1701	....	Josaphat Pharand Alexandre Dupont Alexandre Dupont	Aurele Groulx Paul Cormier Lucien Champagne	Dominion
MONTREAL	CBF	910	50,000	Canadian Broadcasting Corp. 1231 St. Catherine St., W. Marquette 5211	CBC NBC	CBC—Gladstone Murray Maurice Goudrault J. A. Dupont	J. M. Beaudet .... Gordon W. Olive	CBC
	CBM	960	5,000	Canadian Broadcasting Corp. 1231 St. Catherine St., W. Marquette 5211	CBC NBC	CBC—Gladstone Murray Maurice Goudrault J. A. Dupont	J. M. Beaudet .... Gordon W. Olive	CBC
	CFCF	600	500	Canadian Marconi Co. 1231 St. Catherine St., W. Marquette 7086	NBC	A. H. Ginman James A. Shaw M. J. Humphreys	H. H. Hewetson Ernest H. Smith Kenneth R. Paul	All-Canada Weed
	CHLP	1120	100	La Patrie Publishing Co. Sun Life Bldg. Plateau 5225	....	P. R. Du Tremblay Marcel Lefebvre Marcel Lefebvre	C. Sutton Michael Normandin .... F. F. Tambling	....
	CKAC	730	5,000	Montreal La Presse 980 St. Catherine St., W. Marquette 3611	CBS	P. R. Du Tremblay L. Phil Lalonde L. Phil Lalonde	Yves Bourassa Louis Leprohon Leonard Spencer	McGillvra
NEW CARLISLE	CHNC	610	1,000	Gaspesia Radio Bcstg. Co. Ltd. New Carlisle 38	CBC	Dr. Charles H. Houde Dr. Charles H. Houde V. Bernard	.... J. R. McGough	....
QUEBEC	CBV	950	1,000	Canadian Broadcasting Corp. Chateau Frontenac 5658	CBC	CBC—Gladstone Murray Aurele Seguin J. A. Dupont	.... Charles Frenette	CBC
	CHRC	580	100	CHRC Ltd. Victoria Hotel 2-8178	....	Emile Fontaine J. N. Thivierge T. H. Burham	T. H. Burham J. A. Hardy Arsene Nadeau	Dominion McGillvra
	CKCV	1310	100	CKCV Ltd. 142 St. John St. 2-1585	....	J. H. Baribeau Paul Le Page Paul Le Page	Jean Nel Paul Le Page Leon Baldwin	....
RIMOUSKI	CJBR	1030	1,000	J. A. Brilliant 1 St. John St. 396	CBC	J. A. Brilliant G. A. Lavoie Aubin Morin	P. E. Corbeil G. A. Lavoie F. C. Doak	McGillvra
ROUYN	CKRN	1370	100	La Cie Radiodiffusion P. O. Box 340 1400	....	M. P. Cuddihy J. O. Tardif G. E. Archibald	L. J. Allard G. E. Archibald A. E. Crump	....
STE. ANNE DE LA POCATIERE	CHGB	1200	100	G. T. Desjardins Ste. Anne de la Pocatiere	....	G. T. Desjardins Laval Raymond Laval Raymond	G. H. Bouchard .... A. Dube	....
SHERBROOKE	CHLT	1210	100	La Tribune Ltd. 4 Marquette St. 2071	....	Jacob Nicol A. Gauthier Roland Bayeur	Roland Bayeur .... C. Charlebois	Dominion
THREE RIVERS	CHLN	1420	100	Le Nouvelliste Ltd. Chateau De Blois 3004	....	Emile Jean George E. Bourassa George E. Bourassa	George E. Bourassa .... Leon Trepanier	Dominion William
VAL D'OR	CKVD	1200	100	La Voix d'Abitibi Co. Ltd. Val d'Or 500	....	Remi Taschereau Fred Darling Fred Darling	Fred Darling .... Bert Coy	All-Canada

SASKATCHEWAN

MOOSE JAW	CHAB	1200	250-LS 100-N	CHAB Ltd. Grant Hall Hotel 2377	CBC	A. E. Jacobson H. C. Buchanan L. A. Bourgeois	J. S. Boyling G. E. Walker A. E. Jacobson	All-Canada Weed
NORTH BATTLEFORD	CHNB (Construction permit)	1420	100	C. R. McIntosh North Battleford	....	C. R. McIntosh	....	....
PRINCE ALBERT	CKBI	1210	100	Radio Station CKBI Sanderson Block 3133	CBC	L. E. Moffat R. E. Price R. E. Price R. E. Price	G. Prest W. R. Hart L. E. Moffat	All-Canada Weed
REGINA	CJRM	950	1,000	James Richardson & Sons Ltd. Saskatchewan Life Bldg. 8424	....	Dawson Richardson Fred V. Scanlan Bruce Pirie	Don Wright .... A. W. Hooper	McGillvra Inland Slatter
	CKCK	1010	1,000	Leader-Post Bcstg. Station Leader-Post Bldg. 8525	CBC	Victor Sifton G. Gaetz G. Gaetz	William A. Speers Don MacMillan E. A. Strong	All-Canada Weed
SASKATOON	CFQC	600	1,000	A. A. Murphy & Sons Ltd. 216 First Ave., N. 7282	CBC	A. A. Murphy A. A. Murphy Vernon Dallin	Cy Cairns Murray Dyck S. Clifton	Slatter Inland McGillvra
WATROUS	CBK	540	50,000	Canadian Broadcasting Corp. Manitoba Telephone Bldg., Winnipeg	CBC	CBC—Gladstone Murray D. Claringbull E. A. Weir	.... R. D. Cahoon	CBC
YORKTON	CJGX	1430	1,000	Yorkton Broadcasting Co. 171 McDermot Ave., Winnipeg, Man. 92-531	....	Dawson Richardson A. L. Garside A. L. Garside	C. F. Greene C. F. Greene Art Mills	Slatter Inland McGillvra

Allocations of Call Letters to Countries

According to Section 1, Article 14, of the International Radio Conference at Cairo, 1938
As Annexed to International Telecommunications Convention of Madrid, 1932

COUNTRY	CALL SIGNAL
Chile	CAA-CEZ
Canada	CFA-CKZ
Cuba	CLA-CMZ
Morocco	CNA-CNZ
Cuba	COA-COZ
Bolivia	CPA-CPZ
Portuguese Colonies	CQA-CRZ
Portugal	CSA-CUZ
Uruguay	CVA-CXZ
Canada	CYZ-CZZ
Germany	D
Spain	EAA-EHZ
Irish Free State	EIA-EIZ
Japan	EKA-EKZ
Republic of Liberia	ELA-ELZ
Persia	EPA-EQZ
Japan	ERA-ERZ
Estonia	ESA-ESZ
Ethiopia	ETA-ETZ
Japan	EUA-EYZ
Germany	EZA-EZZ
Sarre Territory	EZA-EZZ
France and Colonies	F
Great Britain	G
Hungary	HAA-HAZ
Switzerland	HBA-HBZ
Ecuador	HCA-HCZ
Switzerland	HEA-HEZ
Poland	HFA-HFZ
Japan	HGA-HGZ
Republic of Haiti	HHA-HHZ
Dominican Republic	HIA-HIZ
Republic of Colombia	HJA-HKZ
Japan	HLA-HMZ
Iraq	HNA-HNZ
Republic of Panama	HOA-HPZ
Republic of Honduras	HQA-HRZ
Siam	HSA-HSZ
Nicaragua	HTA-HTZ
El Salvador	HUA-HUZ
Vatican City State	HVA-HVZ
France and Colonies	HWA-HYZ
Hedjaz	HZA-HZZ
Italy and Colonies	I
Japan	J
United States of America	K
Norway	LAA-LNZ
Republic of Argentina	LOA-LWZ
Luxembourg	LXA-LXZ
Lithuania	LYA-LYZ
Bulgaria	LZA-LZZ
Great Britain	M
United States of America	N
Peru	OAA-OCZ
Syria and Lebanon	ODA-ODZ
Austria	OEA-OEZ
Finland	OFA-OJZ
Czechoslovakia	OMA-ONZ
Belgium and Colonies	ONA-OTZ
Denmark	OUA-OZZ
Netherlands	PAA-PIZ
Curacao	PJA-PJZ
Dutch East Indies	PKA-POZ
Brazil	PPA-PYZ
Surinam	PZA-PZZ
(Abbreviations)	Q
Union of Socialist Soviet Republics	R
Sweden	SAA-SMZ
Poland	SNA-SRZ
Egypt	SSA-SUZ
Greece	SVA-SZZ
Turkey	TAA-TCZ
Guatemala	TDA-TDZ
Costa Rica	TEA-TEZ
Iceland	TFA-TFZ
Guatemala	TGA-TGZ
France and Colonies	THA-THZ
Costa Rica	TIA-TIZ
France and Colonies	TJA-TZZ
Union of Socialist Soviet Republics	U
Canada	VAA-VGZ
Australian Commonwealth	VHA-VNZ
Newfoundland	VOA-VOZ
British Colonies	VPA-VSZ
British India	VTA-VWZ
Canada	VXA-VYZ
Australia	VZA-VZZ
United States of America	W
Mexico	XAA-XFZ
China	XGA-XUZ
France and Colonies	XVA-XWZ
Portuguese Colonies	XXA-XXZ
British India	XYA-XZZ
Afghanistan	YAA-YAZ
Dutch East Indies	YBA-YHZ
Iraq	YIA-YIZ
New Hebrides	YJA-YJZ
Union of Socialist Soviet Republics	YKA-YKZ
Latvia	YLA-YLZ
Free City of Danzig	YMA-YMZ
Nicaragua	YNA-YNZ
Rumania	YOA-YRZ
El Salvador	YSA-YSZ
Yugoslavia	YTA-YUZ
Venezuela	YVA-YWZ
Union of Socialist Soviet Republics	YXA-YZZ
Albania	ZAA-ZAZ
British Colonies	ZBA-ZJZ
New Zealand	ZKA-ZMZ
British Colonies	ZNA-ZOZ
Paraguay	ZPA-ZPZ
British Colonies	ZQA-ZQZ
Union of South Africa	ZSA-ZUZ
Brazil	ZVA-ZZZ

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[As of January 15, 1940]

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Urban Johnson, *Chief Sound Technician*
Wayde Grinstead, *Sales Promotion Manager*
J. V. McLoughlin, *Accountant*

WASHINGTON

WJSV, Earle Bldg.

Harry C. Butcher, *Vice-President, Washington*
A. D. Willard, Jr., *Station Manager*, WJSV
Wm. D. Murdock, *Sales Manager*, WJSV
Clyde Hunt, *Chief Engineer*
Harry R. Crow, *Accountant*
Ann Gillis, *Director of Public Events*
Paul A. Porter, *Attorney*
Lloyd W. Dennis, Jr., *Program Director*
William J. Slocum, Jr., *Publicity Director*
John Heiney, *Sales Promotion Manager*

MINNEAPOLIS

WCCO, 635 Second Ave., So.

Earl H. Gammons, *Manager*, WCCO
Emmett J. Heerdt, *Accountant*
H. S. McCartney, *Chief Engineer*
Hayle C. Cavanor, *Program Director*
Alvin B. Sheehan, *Manager of Artists Bureau*
Carl Burkland, *Sales Manager*
Robert L. Hutton, Jr., *Sales Promotion and Publicity Manager*

ST. LOUIS

KMOX, Mart Building

Merle S. Jones, *Manager*, KMOX
Arthur Casey, *Assistant to Station Manager*
G. L. Tevis, *Chief Engineer*
R. S. Gillingham, *Accountant*
C. G. Renier, *Program and Production Director*
Jerry Hoekstra, *Public Events and Publicity Director*
K. W. Church, *Sales Manager*
Bob Reichenbach, *Sales Promotion Manager*

PACIFIC COAST

Los Angeles Office—KNX, Columbia Square

D. W. Thornburgh, *Vice-President, Los Angeles*
George L. Moskovics, *Director of Sales Promotion*
Charles D. Ryder, Jr., *Accountant*
Lester Bowman, *Western Division Operations Engineer and Chief Engineer*, KNX
Nelson G. Pringle, *News Editor*
Charles Vanda, *Western Director of Programs*
Russ Johnston, *Program Manager*
Fox Case, *Director of Special Features and Public Events*
Edith S. Todesca, *Production Manager*
Hal Rorke, *Publicity Director*
Harry W. Witt, *Sales Manager*
Alan Cormack, *Traffic Manager*

San Francisco Office—Palace Hotel

Arthur J. Kemp, *Sales Manager, Pacific Network*
Henry M. Jackson, *Manager*

CHARLOTTE, N. C.

WBT, Wilder Bldg.

A. E. Joscelyn, *Manager* WBT
Robert W. Carpenter, *Accountant*
James Beloungy, *Chief Engineer*
Chas. H. Crutchfield, *Program Director*
Royal E. Penny, *Sales Manager*
Arthur Forrest, *Sales Promotion Manager*

BOSTON

WEEI, 182 Tremont Street

Harold E. Fellows, *Manager*, WEEI
John J. Murray, *Accountant*
Philip K. Baldwin, *Chief Engineer*
Lloyd G. del Castillo, *Production Manager and Musical Director*
Kingsley Horton, *Sales Manager*
George Dunham, *Sales Promotion Manager*
Dorothy Drake, *Publicity Director*

DETROIT

Fisher Bldg.

Alfred N. Steele, *Manager of Detroit Office*
Webster H. Taylor, *Assistant Manager of Detroit Office*
G. T. C. Fry, *Manager of Sales Promotion*

EUROPEAN STAFF

E. R. Murrow, *Chief of European Staff,*
14 Langham Place, London W1
William L. Shirer, *Central European Representative,*
29 Avenue de Miremont, Geneva, Switzerland
Russell Hill, *Assistant Central European Representative,*
Adlon Hotel, Berlin
W. R. Wills, *Far Eastern Representative,*
4 Nichome, Tamuracho, Shiba-Ku, Tokyo, Japan
Thomas Grandin, *Paris Representative,*
Continental Hotel, Paris, France
Eric Sevareid, *Assistant Paris Representative,*
Continental Hotel, Paris, France

Want to rent some broad shoulders?

Maybe you're thinking about stimulating sales in the eight markets where Columbia operates stations.* We can tell you anything you want to know about them. Or maybe your mind is on other markets. No matter. We want to help on *any* radio problem in *any* market. And we can. As a division of the Columbia Broadcasting System, Radio Sales makes available to all of its clients the *most complete facilities in radio advertising*... Columbia's Market Research, Promotion, Publicity and Program Departments. Broad shoulders, these. Try them on *any* problem in radio.

RADIO SALES

a division of the

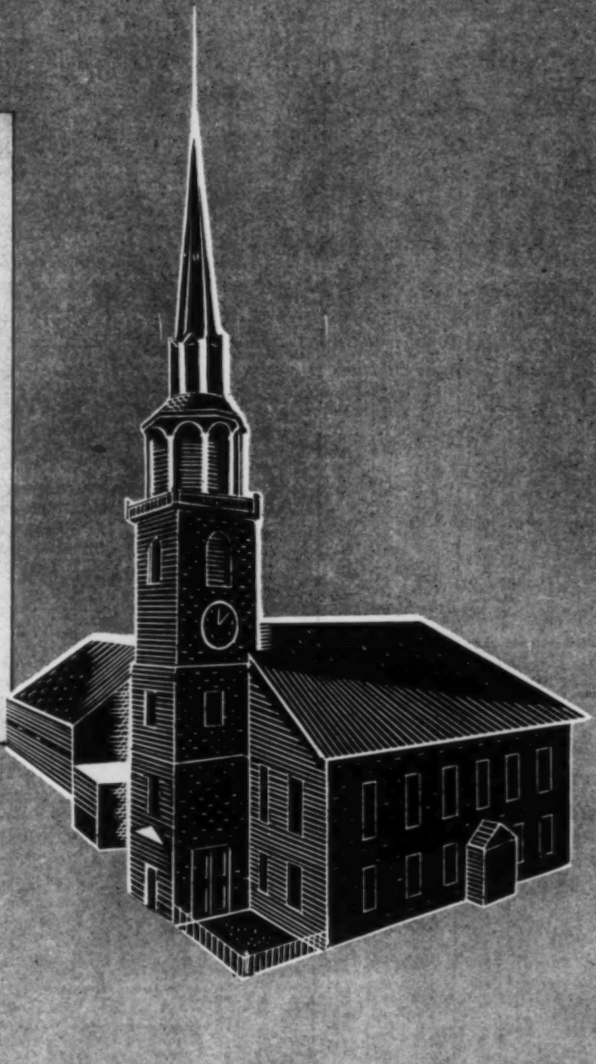
COLUMBIA BROADCASTING SYSTEM

Offices in New York, Chicago, Detroit, St. Louis, Charlotte, North Carolina, Los Angeles and San Francisco.

**Representing:* WABC, New York; WBBM, Chicago; WEEI, Boston; WCCO, Minneapolis-St. Paul; KNX, Los Angeles; KMOX, St. Louis; WJSV, Washington; WBT, Charlotte, N. C. The Columbia Pacific, Columbia California and the Columbia New England Networks; and WAPI, Birmingham.

Waste-free coverage of all New England

THE Columbia New England Network consists of nine CBS stations; *individually* covering the nine major New England markets; *collectively* covering New England. That is what we mean by "*waste-free coverage*". Nine stations—at nine-station cost, doing *all* the job.



COLUMBIA NEW ENGLAND NETWORK

A division of the Columbia Broadcasting System. Sales Offices: 182 Tremont Street—Boston, New York, Chicago, Philadelphia, Detroit, St. Louis, Charlotte, N. C., Los Angeles, San Francisco

COLUMBIA BROADCASTING SYSTEM, Inc.: NETWORK RATES

485 Madison Ave., New York City
Telephone: Wickersham 2-2000

RATE CARD

(Rates in effect Jan. 1, 1940)

Night Rates (6 P.M. to 11 P.M.) are in **Bold Face. Day Rates** (8 A.M. to 6 P.M. and 11 P.M. to midnight) are in Light Face. **Transition Rates** (two-thirds of the night rates) apply to all stations broadcasting on current New York time from 6 P.M. to 6:30 P.M. **Sunday Afternoon Rates** (12 Noon to 6 P.M.) are two-thirds of night rates. **After Midnight Rates** (midnight to 8 A.M.) are one-third of night rates. Day and Night Rates and Sunday Afternoon Rates are figured on the basis of current local time in each city. Network operations prior to 8 A.M. (local time) may be scheduled by special arrangement. All rates apply to network broadcasts only. Rates for periods in excess of one hour are in exact proportion to one-hour rates.

STATION RATES

This rate card is published by the Columbia Broadcasting System for the convenient reference of advertisers and is not to be considered as an offer of facilities. All data herein are subject to change without notice. When program originates at points other than Columbia Network studios in New York, Chicago, Los Angeles and Washington, a special origination charge is made.

BASIC NETWORK

Minimum 26 Cities

Including the following 23 cities:

	Time Zone	Full Hour		Half Hour		Quarter Hour	
New York (WABC)	E†	$1350	675	810	405	540	270
Akron (WADC)	E	190	95	114	57	76	38
Baltimore (WCAO)	E	300	150	180	90	120	60
Boston (WEEI)	E†	475	238	285	143	190	95
Buffalo (WGR-WKBW)	E†	350	175	210	105	140	70
Cedar Rapids* (WMT)	C	225	113	135	68	90	45
Chicago (WBBM)	C†	825	413	495	248	330	165
Cincinnati (WCKY)	E	425	213	255	128	170	85
Cleveland (WGAR)	E	350	175	210	105	140	70
Des Moines (KRNT)	C	220	110	132	66	88	44
Detroit (WJR)	E	700	350	420	210	280	140
Hartford (WDRC)	E†	190	95	114	57	76	38
Indianapois (WFBM)	C	200	100	120	60	80	40
Kansas City (KMBC)	C	325	163	195	98	130	65
Lincoln (KFAB)	C	200	100	120	60	80	40
Louisville (WHAS)	C	475	238	285	143	190	95
Omaha (KOIL)	C	175	88	105	53	70	35
Philadelphia (WCAU)	E†	600	300	360	180	240	120
Pittsburgh (WJAS)	E†	375	188	225	113	150	75
Providence (WPRO)	E†	240	120	144	72	96	48
St. Louis (KMOX)	C	575	288	345	173	230	115
Syracuse (WFBL)	E†	220	110	132	66	88	44
Washington**(WJSV)	E	375	188	225	113	150	75
Plus at least 3 of the following Optional cities:							
Albany (WOKO)	E†	175	88	105	53	70	35
Columbus (WBNS)	E	175	88	105	53	70	35
Dayton (WHIO)	E	175	88	105	53	70	35
Harrisburg (WHP)	E†	175	88	105	53	70	35
Rochester (WHEC)	E†	175	88	105	53	70	35
Total 26 Cities		$9885	4949	5931	2972	3954	1977

(Only 3 Optional cities are included in above totals.)
*Joins Basic Network May 1, 1940.
**Effective when station begins operating with 50,000 watts power.

BASIC SUPPLEMENTARY GROUP

21 Cities

Available individually with Basic Network.

Bangor (WABI)	E†	125	63	75	38	50	25
Binghamton (WNBF)	E†	125	63	75	38	50	25
Charleston, W. Va. (WCHS)	E	170	85	102	51	68	34
Elmira (WESG)	E	125	63	75	38	50	25
Evansville (WEOA)	C	125	63	75	38	50	25
Fairmont (WMMN)	E	125	63	75	38	50	25
Milwaukee (WISN)	C	190	95	114	57	76	38
New Haven-Waterbury (WBRY)	E†	125	63	75	38	50	25
Parkersburg (WPAR)	E	100	50	60	30	40	20
Peoria (WMBD)	C	175	88	105	53	70	35
Portland, Me. (WGAN)	E†	125	63	75	38	50	25
Scranton (WGBI)	E	175	88	105	53	70	35
South Bend (WSBT)	C†	125	63	75	38	50	25
Springfield, Mass. (WMAS)	E†	150	75	90	45	60	30
Springfield, Vt. (WNBX)	E†	125	63	75	38	50	25
Topeka (WIBW)	C	200	100	120	60	80	40
Utica (WIBX)	E†	125	63	75	38	50	25
Wheeling (WWVA)	E	190	95	114	57	76	38
Wichita (KFH)	C	175	88	105	53	70	35
Worcester (WORC)	E†	175	88	105	53	70	35
Youngstown (WKBN)	E	170	85	102	51	68	34
Group Total		$3120	1567	1872	943	1248	624

SOUTHWESTERN GROUP

7 Cities

Available with the Basic Network in a group of not less than 4 of the following cities, one of which must be Shreveport.

Dallas (KRLD)	C	$400	200	240	120	160	80
Houston (KTRH)	C	250	125	150	75	100	50
Oklahoma City (KOMA)	C	225	113	135	68	90	45
San Antonio (KTSA)	C	225	113	135	68	90	45
Shreveport* (KWKH)	C	275	138	165	83	110	55
Tulsa (KTUL)	C	165	83	99	50	66	33
Wichita Falls(KWFT)	C	125	63	75	38	50	25
Group Total		$1665	835	999	502	666	333

*Effective when station begins operating with 50,000 watts power.

SOUTHEASTERN GROUP

11 Cities

Available with the Basic Network in a group of not less than 4 of the following cities.

Anderson (WAIM)	E	$100	50	60	30	40	20
Asheville (WWNC)	E	125	63	75	38	50	25
Augusta (WRDW)	E	100	50	60	30	40	20
Charleston (WCSC)	E	125	63	75	38	50	25
Charlotte (WBT)	E	350	175	210	105	140	70
Durham (WDNC)	E	100	50	60	30	40	20
Greensboro (WBIG)	E	125	63	75	38	50	25
Richmond (WRVA)	E	350	175	210	105	140	70
Roanoke (WDBJ)	E	125	63	75	38	50	25
Savannah (WTOC)	E	150	75	90	45	60	30
Winston-Salem (WSJS)	E	100	50	60	30	40	20
Group Total		$1750	877	1050	527	700	350

SOUTHCENTRAL GROUP

12 Cities

Available individually with Basic Network.

Atlanta (WGST)	C†	$225	113	135	68	90	45
Birmingham (WAPI)	C	175	88	105	53	70	35
Chattanooga (WDOD)	C	140	70	84	42	56	28
Columbus, Ga. (WRBL)	C†	100	50	60	30	40	20
Knoxville (WNOX)	C	140	70	84	42	56	28
Little Rock (KLRA)	C	165	83	99	50	66	33
Macon (WMAZ)	E	125	63	75	38	50	25
Memphis (WREC)	C	250	125	150	75	100	50
Meridian (WCOC)	C	100	50	60	30	40	20
Montgomery (WSFA)	C	125	63	75	38	50	25
Nashville (WLAC)	C	240	120	144	72	96	48
New Orleans (WWL)	C	400	200	240	120	160	80
Group Total		$2185	1095	1311	658	874	437

WEEKLY DISCOUNTS

(Applicable only to rates on this card)

The following weekly discounts, computed on gross weekly billing for time, will be allowed to each advertiser using network broadcasts for thirteen or more consecutive weeks:

Less than 10 station-hours per week	Net
10 or more but less than 15 station-hours per week	2½%
15 or more but less than 25 station-hours per week	5%
25 or more but less than 45 station-hours per week	7½%
45 or more but less than 70 station-hours per week	10%
70 or more station-hours per week	12½%

Station-hours will be calculated as follows:

1 hr. (day or night) on 1 station	1.0 station-hour
½ hr. (day or night) on 1 station	.6 station-hour
¼ hr. (day or night) on 1 station	.4 station-hour

(Thus, in computing station-hour discounts, ½ hour and ¼ hour periods are given a weight equivalent, respectively, to their proportioned cost—60% and 40% of the full-hour rate.)

Two or more network contracts for the same advertiser may be combined in computing station-hour discounts.

ANNUAL DISCOUNT 12½%

(Applicable only to rates on this card)

At the end of 52 consecutive weeks of network broadcasting, there will be due and payable to the advertiser an additional discount on network time computed as follows:

52 times 12½% of the largest amount of weekly gross billing that has run consecutively for 52 weeks.

If an advertiser broadcasts weekly for a period longer than 52 weeks, but shorter than 104 weeks, he will be paid the maximum discount, under the foregoing terms, for any consecutive 52 weeks during the period of his broadcasting.

COMMISSIONS

A commission of 15% is allowed to recognized agencies on net station time charges and on any line charges. There are no cash discounts.

Charges for facilities are payable immediately after each broadcast.

CLASSIFICATIONS

Rates listed herein apply to all classes of acceptable accounts and advertising.

SERVICE FACILITIES

The Columbia Broadcasting System makes available a complete supplementary service for advertising agencies and radio advertisers, through the following: Columbia Artists, Inc.; Columbia Concerts Corporation; Continuity Department; Engineering Department; Program Department; Promotion and Research Department; Publicity Department; Sales Service Department; Station Relations Department.

FLORIDA GROUP

4 Cities

Available as a group with Basic Network.

Jacksonville (WMBR)	E	$130	65	78	39	52	26
Miami (WQAM)	E	165	83	99	50	66	33
Orlando (WDBO)	E	125	63	75	38	50	25
Tampa (WDAE)	E	165	83	99	50	66	33
West Palm Beach (WJNO)	E	Bonus	Sta.	with	Flori	da	Group
Group Total		$585	294	351	177	234	117

CBS CANADIAN GROUP*

2 Cities

Available individually with Basic Network.

Montreal (CKAC)	E†	$250	125	150	75	100	50
Toronto (CFRB)	E†	325	163	195	98	130	65
Group Total		$575	288	345	173	230	115

*In addition to Montreal and Toronto, the 31 stations of the Canadian Broadcasting Corp. are available to CBS Advertisers.

NORTHWESTERN GROUP

9 Cities

Available individually with Basic Network, except that Sioux City-Yankton must be used when Minneapolis is used.

Davenport (WOC)	C	$125	63	75	38	50	25
Dubuque (WKBB)	C	100	50	60	30	40	20
Duluth (KDAL)	C	125	63	75	38	50	25
*Hibbing & Virginia, Minn. (WMFG-WHLB)	C	50	25	30	15	20	10
Green Bay (WTAQ)	C	125	63	75	38	50	25
La Crosse (WKBH)	C	125	63	75	38	50	25
Mason City (KGLO)	C	100	50	60	30	40	20
Minneapolis (WCCO)	C	525	263	315	158	210	105
Sioux City-Yankton (WNAX)	C	250	125	150	75	100	50
Group Total		$1525	765	915	460	610	305

*Available only with Duluth.

MOUNTAIN GROUP

7 Cities

Available individually with Basic Network.‡

Denver (KLZ)	M	$225	113	135	68	90	45
Salt Lake City (KSL)	M	350	175	210	105	140	70
The following stations available individually with Mountain or Pacific Coast groups.							
Albuquerque (KGGM)	M	$100	50	60	30	40	20
Colorado Springs (KVOR)	M	125	63	75	38	50	25
Great Falls* (KFBB)	M	100	50	60	30	40	20
Missoula* (KGVO)	M	100	50	60	30	40	20
Phoenix & Tucson (KOY-KTUC)	M	140	70	84	42	56	28
Group Total		$1140	571	684	343	456	228

‡When the Pacific Coast and the Basic Network are joined Denver and Salt Lake City must be used.
*Available with Mountain and Pacific Groups but not with Mountain Group alone.
KVSF, Sante Fe, bonus with Albuquerque.

PACIFIC COAST GROUP

6 Cities

Available only as a group.

Los Angeles (KNX)	P	$575	288	345	173	230	115
Fresno (KARM)	P	75	38	45	23	30	15
Portland (KOIN)	P	240	120	144	72	96	48
San Francisco (KSFO)	P	340	170	204	102	136	68
Seattle & Tacoma (KIRO-KVI)	P	225	113	135	68	90	45
Spokane (KFPY)	P	175	88	105	53	70	35
Group Total		$1630	817	978	491	652	326

SUPPLEMENTARY PACIFIC COAST STATION

Sacramento (KROY)	P	$75	38	45	23	30	15

HAWAIIAN GROUP

Honolulu-Hilo (KGMB-KHBC)	H*	$220	195	140	125	100	90

*2½ hours earlier than Pacific Standard Time.

PORTO RICAN STATION

San Juan (WKAQ)	A*	$195	140	125	90	90	65

*1 hour later than E.S.T.
†Observes Daylight Saving.

IN SIX HOURS,
A MILLION NEW PEOPLE!

12
1
2
3
4
5
6
7
8
9
10
11
WCCO

Wednesday night, October 25th, 1939: WCCO served two million listeners. Six hours later WCCO was serving more than THREE MILLION PEOPLE! For on Thursday morning, WCCO's 50,000 watt voice had started booming out from its *new* sixty-story antenna . . . bringing the radio sets of a million *more* listeners within a split-second of WCCO's microphones.

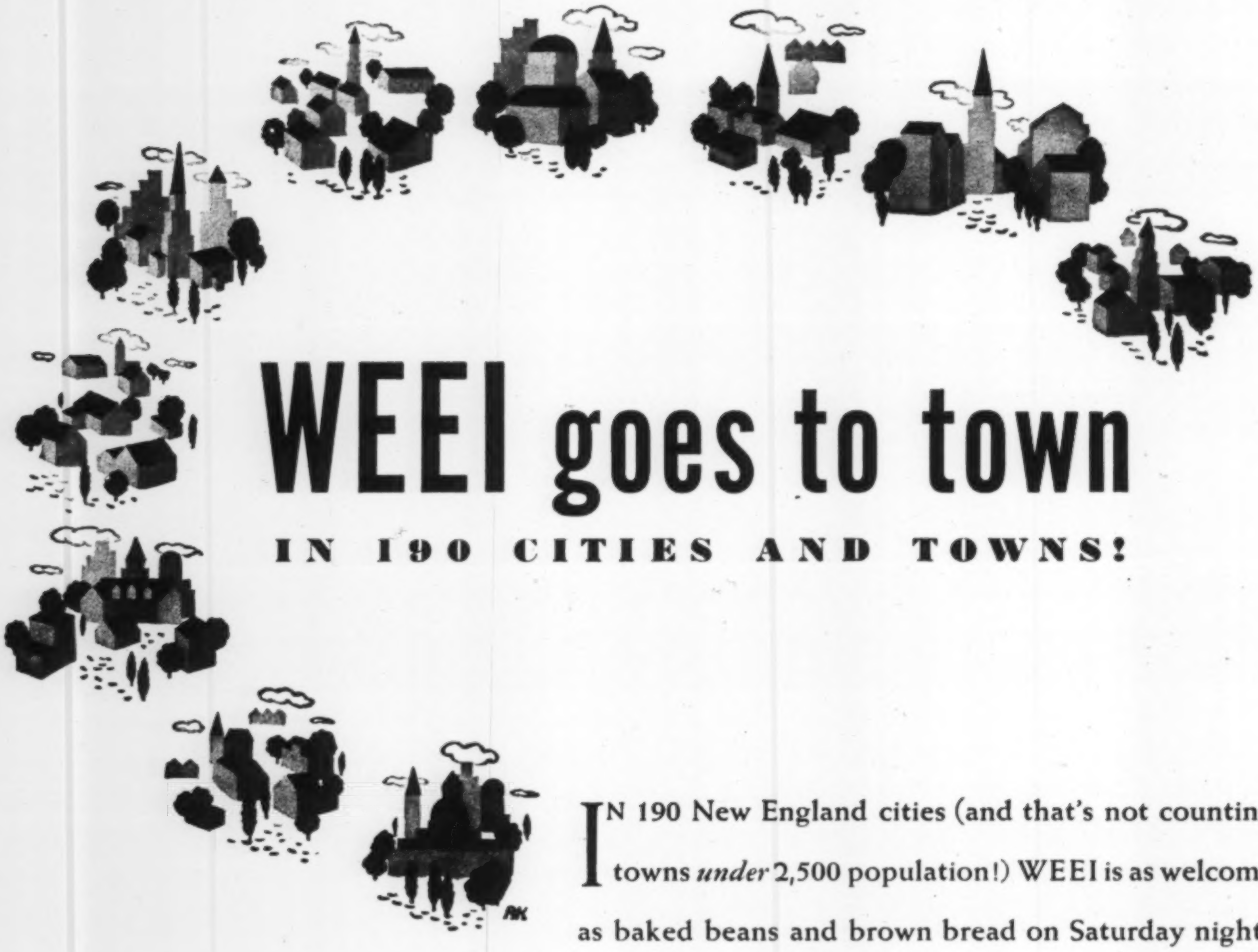
WCCO has always been a far-in-front leader in the Twin Cities and the rich Northwest. And no wonder. WCCO has one of the easiest-to-find spots on the dial . . . for 16 years the strongest signal of any Northwest station . . . CBS shows . . . and more "live talent" programs than all other Twin City stations *combined!* All these things have put WCCO in a class by itself.

Today with a stronger signal and a million new potential listeners, WCCO is a better buy than ever. It's the biggest advertising medium in the Twin Cities and the Northwest. It's your strongest sales weapon in that territory.

WCCO ***50,000 WATTS WHERE IT COUNTS MOST***

810 KILOCYCLES · MINNEAPOLIS-ST. PAUL · CBS OPERATED

Owned and operated by the Columbia Broadcasting System. Represented by Radio Sales:
New York, Chicago, Detroit, St. Louis, Charlotte, N. C., Los Angeles, San Francisco



WEEI goes to town

IN 190 CITIES AND TOWNS!

IN 190 New England cities (and that's not counting towns *under* 2,500 population!) WEEI is as welcome as baked beans and brown bread on Saturday night!

Day and night WEEI speaks its piece before four million "Down East" listeners. And mighty interesting fare it is, too... full of Big-Name CBS shows and top-flight Boston originations. It's the favorite entertainment in a billion dollar market that embraces 32 counties from Cape Cod to the Canadian border.

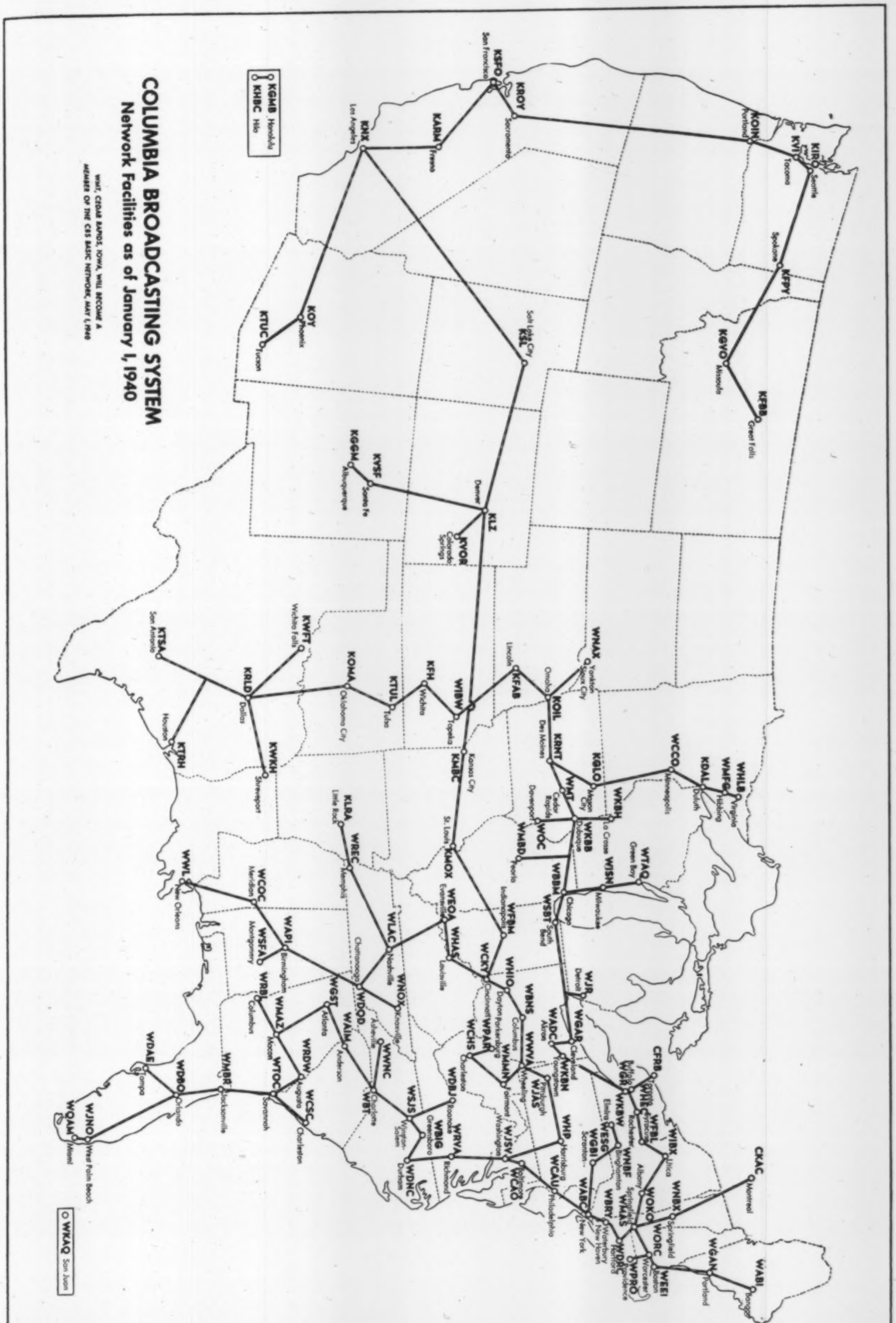
WEEI—the *only* station that really goes to town in Boston *and* 190 more New England communities—can make *your sales* go to town, too. Ask us!

WEEI ★ BOSTON · A CBS STATION

Operated by the Columbia Broadcasting System. Represented by Radio Sales: New York, Chicago, Detroit, St. Louis, Charlotte, N. C., Los Angeles, San Francisco

Map of Network of Columbia Broadcasting System

(As of January 1, 1940)


KGMB Honolulu
KHBC Hilo
KSFO San Francisco
KROY Sacramento
KOIN Portland
KIRO Seattle
KVI Tacoma
Spokane
KFPY
KGVO Missoula
KFBB Great Falls
KARM Fresno
KNX Los Angeles
KSL Salt Lake City
KOY Phoenix
KTUC Tucson
KLZ Denver
KVOR Colorado Springs
KVSF Santa Fe
KGGM Albuquerque
WNAX Yankton
Sioux City
KFAB Lincoln
KOIL Omaha
KRNT Des Moines
WMT Cedar Rapids
KGLO Mason City
WCCO Minneapolis
KDAL Duluth
WHLB Virginia
WMFG Hibbing
WKBH La Crosse
WKBB Dubuque
WOC Davenport
WMBD Peoria
WTAQ Green Bay
WISN Milwaukee
WBBM Chicago
WSBT South Bend
WFBM Indianapolis
KMOX St. Louis
KMBC Kansas City
WIBW Topeka
KFH Wichita
KTUL Tulsa
KOMA Oklahoma City
KWFT Wichita Falls
KRLD Dallas
KTSA San Antonio
KTRH Houston
KWKH Shreveport
KLRA Little Rock
WREC Memphis
WWL New Orleans
WCOC Meridian
WSFA Montgomery
WAPI Birmingham
WRBL Columbus
WEOA Evansville
WHAS Louisville
WLAC Nashville
Chattanooga
WDOD
WNOX Knoxville
WGST Atlanta
WMAZ Macon
WAIM Anderson
Asheville
WWNC
WBT Charlotte
WBRW Augusta
WTOC Savannah
WCSC Charleston
WMBR Jacksonville
WDAE Tampa
WDBO Orlando
WJNO West Palm Beach
WQAM Miami
WCKY Cincinnati
WHIO Dayton
WBNS Columbus
WPAR Parkersburg
WCHS Charleston
WMMN Fairmont
WWVA Wheeling
WJAS Pittsburgh
WJR Detroit
WADC Akron
WGAR Cleveland
WKBN Youngstown
CFRB Toronto
WGR Buffalo
WKBW
WHEC Rochester
WFBL Syracuse
WIBX Utica
WESG Elmira
WNBF Binghamton
WGBI Scranton
WOKO Albany
WHP Harrisburg
WDBJ Roanoke
WJSV Washington
WCAO Baltimore
WCAU Philadelphia
WSJS Winston-Salem
WBIG Greensboro
WRVA Richmond
WDNC Durham
WABC New York
WBRY Waterbury
New Haven
WDRC Hartford
WMAS Springfield
WORC Worcester
WPRO Providence
WEEI Boston
WNBX Springfield
CKAC Montreal
WGAN Portland
WABI Bangor
WKAQ San Juan

COLUMBIA BROADCASTING SYSTEM
Network Facilities as of January 1, 1940

WMT, CEDAR RAPIDS, IOWA, WILL BECOME A MEMBER OF THE CBS BASIC NETWORK, MAY 1, 1940

MUTUAL BROADCASTING SYSTEM, Inc.: EXECUTIVES and RATES

1440 Broadway New York City
Phone: Pennsylvania 6-9600

Tribune Tower Chicago Ill.
Phone: Superior 0100

OFFICIALS

Alfred J. McCosker, *Chairman of Board*
W. E. Macfarlane, *President*
E. M. Antrim, *Secretary-Treasurer*
T. C. Streibert, *Vice-President*
Lewis Allen Weiss, *Vice-President*
Fred Weber, *General Manager*
Ade Hult, *Sales Representative*
John R. Overall, *Sales Representative*
Sidney P. Allen, *Sales Representative*
Bert Lambert, *Sales Representative*
Morris Mudge, *Sales Representative*
Lester Gottlieb, *Publicity Director*
Robert A. Schmid, *Sales Promotion Manager*
Wallace A. Walker, *Statistician*
Andrew L. Poole, *Traffic Manager*
Adolph J. Opfinger, *Program Service Manager*
Miles E. Lamphiear, *Auditor*
Don Pontius, *Midwestern Program Coordinator*
John Steele, *London and Foreign Representative*

BOARD OF DIRECTORS

Alfred J. McCosker, WOR
W. E. Macfarlane, WGN
T. C. Streibert, WOR
Lewis Allen Weiss, Don Lee
E. M. Antrim, WGN
John Shepard 3d, Colonial Network
H. K. Carpenter, WHK-WCLE
Willett Brown, Don Lee
Fred Weber, *General Manager*

BRANCHES

Los Angeles—Don Lee Bldg., 7th & Bixel St., Van Dyke 7117
Boston—21 Brookline Ave., Commonwealth 0800
Detroit—Union Guardian Bldg., Cadillac 7200
San Francisco—1000 Van Ness Ave., Prospect 0100
Cincinnati—Hotel Alms, Locust & Victory Parkway, Woodburn 0550
Cleveland—Terminal Tower, Prospect 5800
England—Underdowns, Chaldon Way, Coulsdon, Surrey

BASIC NETWORK STATIONS

(*Rates in Effect January* 1, 1940)

HOUR RATES

Minimum: 2 Stations* All Rates Net after Quantity Discount†	13 Weeks		26 Weeks		52 Weeks	
	N	D	N	D	N	D
Boston (WAAB)	$200.00	$100.00	$190.00	$95.00	$165.00	$82.50
*Chicago (WGN)	675.00	384.75	675.00	384.75	637.50	364.50
Cincinnati (WKRC)	225.63	115.79	219.70	112.74	213.76	109.69
Cleveland (WHK)[1]	323.00	47.50	306.00	45.00	289.00	42.50
Detroit-Windsor (CKLW)	304.00	152.00	288.00	144.00	272.00	136.00
*Newark (WOR)	1,045.00	585.00	1,045.00	585.00	935.00	525.00
California Don Lee Network (complete)[2]	918.75	498.75	866.25	472.50	813.75	446.25
Southern California[3]	542.50	294.50	511.50	279.00	480.50	263.50
Northern California[4]	437.50	237.50	412.50	225.00	387.50	212.50
Total This Group	$3.691.38	$1,883.79	$3.589.95	$1.838.99	$3,326.01	$1.706.44

HALF-HOUR RATES

Boston (WAAB)	$120.00	$60.00	$114.00	$57.00	$99.00	$49.50
*Chicago (WGN)	427.50	238.88	427.50	238.88	405.00	226.63
Cincinnati (WKRC)	138.94	71.25	135.28	69.38	131.63	67.50
Cleveland (WHK)[1]	193.80	28.50	183.60	27.00	173.40	25.50
Detroit-Windsor (CKLW)	190.00	95.00	180.00	90.00	170.00	85.00
*Newark (WOR)	643.50	360.00	643.50	360.00	577.50	324.00
California Don Lee Network (complete)[2]	582.75	307.13	551.25	291.38	519.75	275.63
Southern California[3]	344.10	181.35	325.50	172.05	306.90	162.75
Northern California[4]	277.50	146.25	262.50	138.75	247.50	131.25
Total This Group	$2.296.49	$1.160.76	$2.235.13	$1.133.64	$2.076.28	$1.053.76

QUARTER-HOUR RATES

Boston (WAAB)	$80.00	$40.00	$76.00	$38.00	$66.00	$33.00
*Chicago (WGN)	292.50	160.88	292.50	160.88	277.50	152.63
Cincinnati (WKRC)	95.00	47.50	92.50	46.25	90.00	45.00
Cleveland (WHK)[1]	129.20	19.00	122.40	18.00	115.60	17.00
Detroit-Windsor (CKLW)	118.75	59.35	112.50	56.25	106.25	53.10
*Newark (WOR)	440.00	240.00	440.00	240.00	396.00	216.00
California Don Lee Network (complete)[2]	399.00	204.75	378.00	194.25	357.00	183.75
Southern California[3]	235.60	120.90	223.20	114.70	210.80	108.50
Northern California[4]	190.00	97.50	180.00	92.50	170.00	87.50
Total This Group	$1.554.45	$771.48	$1.421.40	$753.63	$1.408.35	$700.48

BASIC SUPPLEMENTARY STATIONS

HOUR RATES

Available Individually with Basics	13 Weeks		26 Weeks		52 Weeks	
	N	D	N	D	N	D
Albany (WABY)	$114.00	$57.00	$108.00	$54.00	$102.00	$51.00
Ashland (WCMI)	71 2	64.13	67.50	60.75	63.75	57.38
Baltimore (WBAL)	325.00	162.00	310.00	155.00	290.00	145.00
Binghamton (WNBF)	125 00	75.00	118.75	71.25	112.50	67.50
Buffalo (WGR-WKBW)	285 00	90.25	270.00	85.50	255.00	80.75
Cedar Rapids (WMT)	190.00	95.00	180.00	90.00	170.00	76.50
Charlotte (WSOC)	114.00	71.25	108.00	67.50	102.00	63.75
Cincinnati (WLW)	999.00	499.50	999.00	499.50	899.10	449.55
Columbus (WHKC)	61.75	41.20	58.50	39.00	55.25	36.85
Denver (KFEL)	114.00	85.50	108.00	81.00	102.00	76.50
Des Moines (KSO)	152.00	53.20	144.00	50.40	136.00	47.60
Duluth (WEBC)	141.07	85.50	133.65	81.00	126.22	76.50
Greeley (KFKA)	66.50	66.50	63.00	63.00	59.50	59.50
Indianapolis (WIRE)	253.00	132.00	247.00	128.00	234.00	122.00
Kansas City (WHB)	228.00	114.00	216.00	108.00	204.00	102.00
Lexington (WLAP)	95.00	85.50	90.00	81.00	85.00	76.50
*Lincoln (KFOR)	70.30	42.75	66.60	40.50	62.90	38.25
Louisville (WGRC)	42.75	42.75	40.50	40.50	38.25	38.25
Minn.-St. Paul (WDGY)	136.50	85.50	133.10	81.00	129.78	77.00
Nashville (WSIX)	95.00	71.25	90.00	70.00	85.00	65.00
*Omaha (KOIL)	213.75	85.50	202.50	81.00	191.25	76.50
Philadelphia (WFIL)	316.82	158.41	300.15	150.08	283.48	141.74
Pittsburgh (WCAE)	451.25	225.63	427.50	213.75	403.75	201.88
Raleigh (WRAL)	68.40	42.75	64.80	40.50	62.70	38.25
Richmond (WRVA)	285.00	142.50	270.00	135.00	255.00	127.50
Rock Island (WHBF)	104.50	52.25	99.00	49.50	93.50	46.50
Shenandoah (KMA)	118.75	95.00	112.50	90.00	106.25	85.00
St. Louis (KWK)	350.00	160.00	332.50	152.00	315.00	144.00
Salisbury (WSTP)	38.00	38.00	36.00	36.00	34.00	34.00
Washington (WOL)	162.00	85.50	153.00	81.00	144.00	76.50
Wilkes-Barre (WBAX)	71.49	46.08	67.73	43.65	63.96	41.23
Winston-Salem (WAIR)	63.00	63.00	59.50	59.50	56.00	56.00
Total	$5,922.08	$3,214.40	$5,676.78	$3,078.88	$5,304.14	$2,876.48
(*) Combination rates: KFOR-KOIL	$239.88	$118.75	$227.25	$112.50	$214.63	$106.25

BASIC SUPPLEMENTARY STATIONS

HALF-HOUR RATES

Avaliable Individually with Basics	13 Weeks		26 Weeks		52 Weeks	
	N	D	N	D	N	D
Albany (WABY)	$68.40	$34.20	$64.80	$32.40	$61.20	$30.60
Ashland (WCMI)	40.85	36.77	38.70	34.83	36.55	32.90
Baltimore (WBAL)	200.00	100.00	190.00	95.00	180.00	90.00
Binghamton (WNBF)	75.00	45.00	71.25	42.75	67.50	40.50
Buffalo (WGR-WKBW)	171.00	54.15	162.00	51.30	153.00	48.45
Cedar Rapids (WMT)	95.00	57.00	90.00	54.00	76.50	45.90
Charlotte (WSOC)	73.15	42.75	69.30	40.50	65.45	38.25
Cincinnati (WLW)	684.00	342.00	684.00	342.00	615.60	342.00
Columbus (WHKC)	37.05	24.70	35.10	23.40	33.15	22.10
Denver (KFEL)	66.50	49.88	63.00	47.25	59.50	44.63
Des Moines (KSO)	91.20	31.92	86.40	30.24	81.60	28.56
Duluth (WEBC)	76.95	51.30	72.90	48.60	68.85	45.90
Greeley (KFKA)	39.90	39.90	37.80	37.80	35.70	35.70
Indianapolis (WIRE)	141.00	73.00	138.00	71.00	130.00	67.00
Kansas City (WHB)	136.80	68.40	129.60	64.80	122.40	61.20
Lexington (WLAP)	55.10	47.50	52.20	45.00	49.30	42.50
*Lincoln (KFOR)	36.58	26.60	34.65	25.20	32.73	23.80
Louisville (WGRC)	23.75	23.75	22.50	22.50	21.25	21.25
Minn.-St. Paul (WDGY)	73.71	52.25	71.87	49.50	70.10	46.75
Nashville (WSIX)	57.00	47.50	54.00	45.00	51.00	42.50
*Omaha (KOIL)	112.10	53.44	106.20	50.63	100.30	47.81
Philadelphia (WFIL)	190.00	95.00	180.00	90.00	170.00	85.00
Pittsburgh (WCAE)	285.00	142.50	270.00	135.00	255.00	127.50
Raleigh (WRAL)	42.75	25.27	40.50	22.00	38.25	19.72
Richmond (WRVA)	171.00	85.50	162.00	81.00	153.00	76.50
Rock Island (WHBF)	62.75	31.25	59.40	29.50	56.00	28.00
Shenandoah (KMA)	64.13	52.25	60.75	49.50	57.38	46.75
St. Louis (KWK)	200.00	90.00	190.00	85.50	180.00	81.00
Salisbury (WSTP)	21.50	21.50	20.25	20.25	19.00	19.00
Washington (WOL)	102.60	52.65	97.20	49.95	91.80	47.25
Wilkes-Barre (WBAX)	49.88	31.59	47.25	29.93	44.63	28.26
Winston-Salem (WAIR)	36.00	36.00	34.00	34.00	32.00	32.00
Total	$3,895.65	$1,965.52	$3.435.62	$1,880.33	$3,208.74	$1,755.08
(*) Combination rates: KFOR-KOIL	$123.50	$74.10	$117.00	$70.20	$110.50	$66.30

QUARTER-HOUR RATES

Albany (WABY)	$45.60	$22.80	$43.20	$21.60	$40.80	$20.40
Ashland (WCMI)	25.18	22.66	23.85	21.47	22.53	20.27
Baltimore (WBAL)	128.00	64.00	120.00	60.00	115.00	57.00
Binghamton (WNBF)	50.00	30.00	47.50	28.50	45.00	27.00
Buffalo (WGR-WKBW)	114.00	36.10	108.00	34.20	102.00	32.30
Cedar Rapids (WMT)	57.00	38.00	54.00	36.00	45.90	30.60
Charlotte (WSOC)	45.60	28.50	43.20	27.00	40.80	25.50
Cincinnati (WLW)	467.03	233.52	467.03	233.52	420.33	233.52
Columbus (WHKC)	24.70	16.50	23.40	15.60	22.10	14.75
Denver (KFEL)	38.00	28.50	36.00	27.00	34.00	25.50
Des Moines (KSO)	60.80	21.28	57.60	20.16	54.40	19.04
Duluth (WEBC)	42.75	29.92	40.50	28.35	38.25	26.77
Greeley (KFKA)	26.60	26.60	25.20	25.20	23.80	23.80
Indianapolis (WIRE)	83.00	47.00	81.00	46.00	77.00	43.00
Kansas City (WHB)	91.20	38.00	86.40	36.00	81.60	34.00
Lexington (WLAP)	34.20	28.50	32.40	27.00	30.60	25.50
*Lincoln (KFOR)	20.90	17.10	19.80	16.20	18.70	15.30
Louisville (WGRC)	14.25	14.25	13.50	13.50	12.75	12.75
Minn.-St. Paul (WDGY)	42.15	36.10	41.07	34.20	40.05	32.30
Nashville (WSIX)	33.25	23.75	31.50	22.50	29.75	21.25
*Omaha (KOIL)	64.60	34.20	61.20	32.40	57.80	30.60
Philadelphia (WFIL)	114.00	57.00	108.00	54.00	102.00	51.00
Pittsburgh (WCAE)	180.50	90.25	171.00	85.50	161.50	80.75
Raleigh (WRAL)	24.30	16.05	21.60	15.22	18.90	14.40
Richmond (WRVA)	114.00	57.00	108.00	54.00	102.00	51.00
Rock Island (WHBF)	41.80	20.00	39.50	19.00	37.25	18.00
Shenandoah (KMA)	35.63	28.50	33.75	27.00	31.88	25.50
St. Louis (KWK)	110.00	50.00	104.50	47.50	99.00	45.00
Salisbury (WSTP)	11.00	11.00	10.25	10.25	9.75	9.75
Washington (WOL)	70.20	36.00	66.60	34.20	63.00	32.40
Wilkes-Barre (WBAX)	34.20	21.14	32.40	20.03	30.60	18.91
Winston-Salem (WAIR)	18.00	18.00	17.00	17.00	16.00	16.00
Total	$2,694.51	$1,242.22	$2.168.88	$1.190.10	$2,025.04	$1,110.51
(*) Combination rates: KFOR-KOIL	$71.25	$47.50	$67.50	$45.00	$63.75	$42.50

NORTHEAST (Colonial) STATIONS

HOUR RATES

Augusta (WRDO)	$60.00	$30.00	$57.00	$28.50	$49.50	$24.75
Bangor (WLBZ)	120.00	60.00	114.00	57.00	99.00	49.50
Bridgeport-New Haven (WICC)	160.00	80.00	152.00	76.00	132.00	66.00
Fall River (WSAR)	120.00	60.00	114.00	57.00	99.00	49.50
Greenfield (WHAI)	60.00	30.00	57.00	28.50	49.50	24.75
Hartford (WTHT)	100.00	50.00	95.00	47.50	82.50	41.25
Laconia (WLNH)	60.00	30.00	57.00	28.50	49.50	24.75
Lewiston-Auburn (WCOU)	60.00	30.00	57.00	28.50	49.50	24.75
Lowell-Lawrence (WLLH)	120.00	60.00	114.00	57.00	99.00	49.50
Manchester (WFEA)	100.00	50.00	95.00	47.50	82.50	41.25
New Bedford (WNBH)	100.00	50.00	95.00	47.50	82.50	41.25
New London (WNLC)	80.00	40.00	76.00	38.00	66.00	33.00
Pittsfield (WBLK)	100.00	50.00	95.00	47.50	82.50	41.25
Providence (WEAN)	200.00	100.00	190.00	95.00	165.00	82.50
Rutland (WSYB)	60.00	30.00	57.00	28.50	49.50	24.75
Springfield (WSPR)	120.00	60.00	114.00	57.00	99.00	49.50
Waterbury (WATR)	100.00	50.00	95.00	47.50	82.50	41.25
Total This Group	$1.720.00	$860.00	$1.634.00	$817.00	$1.419.00	$709.50

HALF-HOUR RATES

Augusta (WRDO)	$36.00	$18.00	$34.20	$17.10	$29.70	$14.85
Bangor (WLBZ)	72.00	36.00	68.40	34.20	59.40	29.70
Bridgeport-New Haven (WICC)	96.00	48.00	91.20	45.60	79.20	39.60
Fall River (WSAR)	72.00	36.00	68.40	34.20	59.40	29.70
Greenfield (WHAI)	36.00	18.00	34.20	17.10	29.70	14.85
Hartford (WTHT)	60.00	30.00	57.00	28.50	49.50	24.75
Laconia (WLNH)	36.00	18.00	34.20	17.10	29.70	14.85
Lewiston-Auburn (WCOU)	36.00	18.00	34.20	17.10	29.70	14.85
Lowell-Lawrence (WLLH)	72.00	36.00	68.40	34.20	59.40	29.70
Manchester (WFEA)	60.00	30.00	57.00	28.50	49.50	24.75
New Bedford (WNBH)	60.00	30.00	57.00	28.50	49.50	24.75
New London (WNLC)	48.00	24.00	45.60	22.80	39.60	19.80
Pittsfield (WBRK)	60.00	30.00	57.00	28.50	49.50	24.75
Providence (WEAN)	120.00	60.00	114.00	57.00	99.00	49.50
Rutland (WSYB)	36.00	18.00	34.20	17.10	29.70	14.85
Springfield (WSPR)	72.00	36.00	68.40	34.20	59.40	29.70
Waterbury (WATR)	60.00	30.00	57.00	28.50	49.50	24.75
Total This Group	$1.032.00	$516.00	$980.40	$490.20	$851.40	$425.70

NORTHEAST (Colonial) STATIONS

QUARTER-HOUR RATES

	13 Weeks		26 Weeks		52 Weeks	
	N	D	N	D	N	D
Augusta (WRDO)	$24.00	$12.00	$22.80	$11.40	$19.80	$9.90
Bangor (WLBZ)	48.00	24.00	45.60	22.80	39.60	19.80
Bridgeport-New Haven (WICC)	64.00	32.00	60.80	30.40	52.80	26.40
Fall River (WSAR)	48.00	24.00	45.60	22.80	39.60	19.80
Greenfield (WHAI)	24.00	12.00	22.80	11.40	19.80	9.90
Hartford (WTHT)	40.00	20.00	38.00	19.00	33.00	16.50
Laconia (WLNH)	24.00	12.00	22.80	11.40	19.80	9.90
Lewiston-Auburn (WCOU)	24.00	12.00	22.80	11.40	19.80	9.90
Lowell-Lawrence (WLLH)	48.00	24.00	45.60	22.80	39.60	19.80
Manchester (WFEA)	40.00	20.00	38.00	19.00	33.00	16.50
New Bedford (WNBH)	40.00	20.00	38.00	19.00	33.00	16.50
New London (WNLC)	32.00	16.00	30.40	15.20	26.40	13.20
Pittsfield (WBRK)	40.00	20.00	38.00	19.00	33.00	16.50
Providence (WEAN)	80.00	40.00	76.00	38.00	66.00	33.00
Rutland (WSYB)	24.00	12.00	22.80	11.40	19.80	9.90
Springfield (WSPR)	48.00	24.00	45.60	22.80	39.60	19.80
Waterbury (WATR)	40.00	20.00	38.00	19.00	33.00	16.50
Total This Group	$688.00	$344.00	$653.60	$326.80	$567.60	$283.80

SOUTHWEST GROUP

HOUR RATES

	13 Weeks		26 Weeks		52 Weeks	
Available Individually with Basic	N	D	N	D	N	D
Coffeyville (KGGF)	$71.25	$42.75	$67.50	$40.50	$63.75	$38.25
Oklahoma Network[5]	375.25	199.50	355.50	189.00	335.75	178.50
Texas State Network[7]	1,555.10	898.83	1,555.10	898.83	1,382.31	804.22
Total This Group	$2,001.60	$1,141.08	$1,978.10	$1,128.33	$1,781.81	$1,020.97

HALF-HOUR RATES

Coffeyvill (KGGF)	$38.00	$23.75	$36.00	$22.50	$34.00	$21.25
Oklahoma Network[5]	220.40	119.70	208.80	113.40	197.20	107.10
Texas State Network[7]	1,018.94	573.10	1,018.94	573.10	911.68	514.32
Total This Group	$1,277.34	$716.55	$1,263.74	$709.00	$1,142.88	$642.67

QUARTER-HOUR RATES

Coffeyville (KGGF)	$23.75	$14.25	$22.50	$13.50	$21.25	$12.75
Oklahoma Network[5]	145.35	77.42	137.70	73.34	130.05	69.26
Texas State Network[7]	661.50	371.65	661.50	371.65	593.65	334.49
Total This Group	$830.60	$463.32	$821.70	$458.49	$744.95	$416.50

PACIFIC NORTHWEST STATIONS

HOUR RATES

Complete Network	$525.00	$285.00	$495.00	$270.00	$465.00	$255.00

HALF-HOUR RATES

Complete Network	$333.00	$175.50	$315.00	$166.50	$297.00	$157.50

QUARTER-HOUR RATES

Complete Network	$228.00	$117.00	$216.00	$111.00	$204.00	$105.00

HAWAIIAN STATIONS

HOUR RATES

Honolulu-Hilo (KGMB-KHBC)	$192.50	$185.25	$181.50	$175.50	$170.50	$165.75

HALF-HOUR RATES

Honolulu-Hilo (KGMB-KHBC)	$129.50	$121.88	$122.50	$115.63	$115.50	$109.38

QUARTER-HOUR RATES

Honolulu-Hilo (KGMB-KHBC)	$97.50	$95.00	$92.50	$90.00	$87.50	$85.00

HOUR RATES

	13 Weeks		26 Weeks		52 Weeks	
	N	D	N	D	N	D
TOTAL ALL CITIES LISTED	$14,052.56	$7,569.52	$13,555.33	$7,308.70	$12,466.46	$6,734.14

HALF-HOUR RATES

TOTAL ALL CITIES LISTED	$8,963.98	$4,656.21	$8,352.39	$4,495.30	$7,691.80	$4,144.09

QUARTER-HOUR RATES

TOTAL ALL CITIES LISTED	$6,093.06	$3,033.02	$5,374.08	$2,930.02	$5,037.44	$2,701.29

MUTUAL BASIC RATES BY PERIODS

TWO QUARTER-HOURS

	13 Weeks		26 Weeks		52 Weeks	
Minimum: 2 Stations*	N	D	N	D	N	D
Boston (WAAB)	$152.00	$76.00	$148.00	$74.00	$128.00	$64.00
*Chicago (WGN)	555.00	313.50	555.00	313.50	525.00	297.00
Cincinnati (WKRC)	180.50	95.00	175.75	92.50	171.00	90.00
Cleveland (WHK)[1]	244.80	36.00	231.20	34.00	231.20	34.00
Detroit-Windsor (CKLW)	225.00	112.50	212.50	106.20	200.00	100.00
*Newark (WOR)	858.00	480.00	858.00	480.00	770.00	432.00
Don Lee Calif. Network[2]	756.00	399.00	714.00	378.00	672.00	357.00
Total This Group	$2,971.30	$1,512.00	$2.894.45	$1.478.20	$2,697.20	$1.374.00

THREE QUARTER-HOURS

Boston (WAAB)	$228.00	$114.00	$222.00	$111.00	$186.00	$93.00
*Chicago (WGN)	726.75	399.00	707.63	388.50	688.50	378.00
Cincinnati (WKRC)	237.26	125.05	231.02	121.76	224.78	118.48
Cleveland (WHK)[1]	367.20	54.00	346.80	51.00	326.40	48.00
Detroit-Windsor (CKLW)	302.81	151.34	270.94	135.41	255.00	127.44
*Newark (WOR)	1,254.00	702.00	1,254.00	702.00	1,122.00	630.00
Don Lee Calif. Network[2]	1,071.00	582.75	1,008.00	551.25	945.00	519.75
Total This Group	$4,187.02	$2,128.14	$4.040.39	$2,060.92	$3,747.68	$1,914.67

FIVE QUARTER-HOURS

Boston (WAAB)	$370.00	$185.00	$360.00	$180.00	$300.00	$150.00
*Chicago (WGN)	1,211.25	665.00	1,179.38	647.50	1,147.50	630.00
Cincinati (WKRC)	374.06	203.06	364.22	197.72	354.38	192.38
Cleveland (WHK)[1]	578.00	85.00	578.00	85.00	510.00	75.00
Detroit-Windsor (CKLW)	504.69	252.23	451.56	225.68	425.00	212.40
*Newark (WOR)	1,980.00	1,140.00	1,980.00	1,140.00	1,760.00	1,020.00
Don Lee Calif. Network[2]	1,785.00	918.75	1,680.00	866.25	1,575.00	813.75
Total This Group	$6,803.00	$3,449.04	$6,593.16	$3,342.15	$6,071.88	$3,093.53

* Minimum required hookup—WGN, WOR. Nominal wire charge on all hookups eliminating any one of these stations unless station is unavailable.

[1] Rates quoted represent night rates of WHK; day rates of WCLE.

[2] Combination rate for use of both Northern and Southern California Groups.

[3] Rates quoted for Southern California Don Lee Network are for the following stations: KPMC, Bakersfield; KXO, El Centro; KHJ, Los Angeles; KFXM, San Bernardino; KGB, San Diego; KVEC, San Luis Obispo; KVOE, Santa Ana; KDB, Santa Barbara.

[4] Rates quoted for the Northern California Don Lee Network are for the following stations: KFRC, San Francisco; KQW, San Jose; KTKC, Visalia; KDON, Monterey; KIEM, Eureka; KHSL, Chico; KYOS, Merced; KVCV, Redding.

[5] Rates quoted for the Oklahoma Network are for the following stations: KADA, Ada; KCRC, Enid; KBIX, Muskogee; KTOK, Oklahoma City; KGFF, Shawnee; KOME, Tulsa.

[6] Rates quoted for Mutual's Don Lee Pacific Northwest Group are for the following stations in Oregon: KALE, Portland; KSLM, Salem; KORE, Eugene; KRNR, Roseburg; KOOS, Marshfield; and for the following stations in Washington: KOL, Seattle; KMO, Tacoma; KVOS, Bellingham; KIT, Yakima; KPQ, Wenatchee; KXRO, Aberdeen; KGY, Olympia; KRKO, Everett; KELA, Centralia; KWLK, Longview; Spokane outlet which can be added by special arrangement.

[7] Rates for Texas State Network are group rates for the following stations: Abilene, KRBC; Amarillo, KFDA; Austin, KNOW; Beaumont, KFDM; Big Spring, KBST; Corpus Christi, KRIS; Corsicana, KAND; Dallas, WRR; Fort Worth, KFJZ; Galveston, KLUF; Houston, KXYZ; Longview, KFRO; Lubbock, KFYO; Paris, KPLT; San Angelo, KGKL; San Antonio, KABC; Sherman, KRRV; Temple, KTEM; Texarkana, KCMC; Tyler, KGKB; Vernon, KVWC; Waco, WACO; Weslaco, KRGV; Wichita Falls, KWFT (In process of reorganization as "Yearbook" went to press.)

Data listed subject to change without notice. This rate card is for the convenient reference of advertisers and does not constitute an offer on the part of Mutual Broadcasting System.

Note—All rates are based on local time in each city used on the network. Evening rates apply to all stations from 7:00 p.m. to 10:30 p.m. (and most stations from 6:00 p.m. to 11:00 p.m.) week days and Sundays. Exceptions. WMT, Cedar Rapids; KSO, Des Moines; KWK, St. Louis; KMA, Shenandoah; KGMB-KHBC, Honolulu-Hilo, where evening rate applies from 5:00 p.m. to 10:00 p.m. On part-time stations evening rates apply to sign-off as follows: WCLE, Cleveland and WHKC, Columbus from 4:00 p.m.; WSPR, Springfield, from 6:00 p.m. Day rates apply to all stations from 9:00 a.m. to 5:00 p.m. (except KWK, St. Louis, from 10:00 a.m.) and a majority of the stations from 9:00 a.m. to 6:00 p.m. Exceptions: Other rates are in effect between the daytime hours noted on the following stations—WCLE, Cleveland; WHKC, Columbus, 12:00 noon to 2:00 p.m.; WMT, Cedar Rapids, and KSO, Des Moines, 11:45 a.m. to 1:15 p.m., 6:00 p.m. to 6:30 p.m.; WDGY, Minneapolis-St. Paul, 12:00 noon to 1:00 p.m. and from 2:00 p.m. until 4:00 p.m.; WRVA, Richmond, 2:00 p.m. to 5:00 p.m.; WHBF, Rock Island, 1:30 p.m. to 5:00 p.m.; KMA, Shenandoah, 11:30 a.m. to 1:00 p.m. and 2:00 p.m. to 5:00 p.m.

For Sunday rates, and all rates not shown, consult the Mutual Broadcasting System or individual station listings.

All rates quoted net after quantity discounts and after 52 week rebates have been allowed, but before agency commissions have been deducted.

The Market . . . **WASHINGTON, D. C.**

1. Highest per capita income ($966)
2. Population, 1,200,000 (WOL area)
3. Radio set ownership, 91%

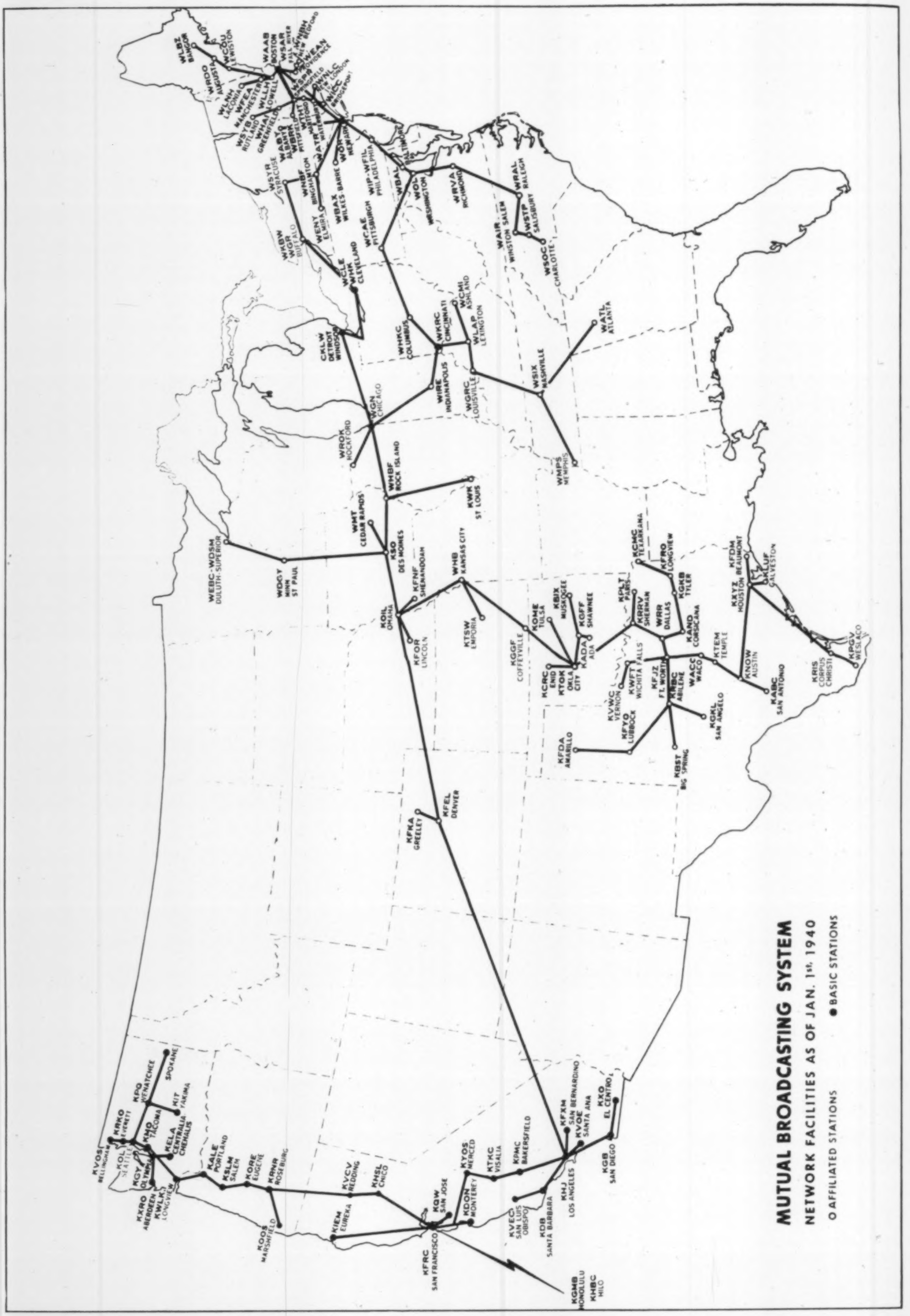
The Station . . . **WOL**

1. 1000 watts day and night
2. 1230 kilocycles
3. Mutual's Station for the Nation's Capital

Win Washington with WOL

Map of the Mutual Broadcasting System Networks

(As of January 1, 1940)


MUTUAL BROADCASTING SYSTEM
NETWORK FACILITIES AS OF JAN. 1st, 1940
○ AFFILIATED STATIONS
● BASIC STATIONS
WLBZ BANGOR
WCOU LEWISTON
WRDO AUGUSTA
WAAB BOSTON
WNAC BOSTON
WSAR FALL RIVER
WNBH NEW BEDFORD
WEAN PROVIDENCE
WLNH LACONIA
WFEA MANCHESTER
WLLH LOWELL
WSYB RUTLAND
WHAI GREENFIELD
WABY ALBANY
WBRK PITTSFIELD
WTHT HARTFORD
WICC BRIDGEPORT
WNLC NEW LONDON
WOR NEWARK
WSYR SYRACUSE
WNBF BINGHAMTON
WBAX WILKES BARRE
WENY ELMIRA
WKBW BUFFALO
WGR BUFFALO
WIP-WFIL PHILADELPHIA
WBAL BALTIMORE
WOL WASHINGTON
WRVA RICHMOND
WRAL RALEIGH
WSTP SALISBURY
WAIR WINSTON SALEM
WSOC CHARLOTTE
WCAE PITTSBURGH
WCLE CLEVELAND
WHK CLEVELAND
CKLW DETROIT WINDSOR
WHKC COLUMBUS
WKRC CINCINNATI
WCMI ASHLAND
WLAP LEXINGTON
WATL ATLANTA
WIRE INDIANAPOLIS
WGRC LOUISVILLE
WSIX NASHVILLE
WMPS MEMPHIS
WGN CHICAGO
WROK ROCKFORD
WHBF ROCK ISLAND
KWK ST LOUIS
WMT CEDAR RAPIDS
KSO DES MOINES
WEBC-WDSM DULUTH-SUPERIOR
WDGY MINN ST PAUL
KOIL OMAHA
KFNF SHENANDOAH
WHB KANSAS CITY
KFOR LINCOLN
KTSW EMPORIA
KGGF COFFEYVILLE
KOME TULSA
KBIX MUSKOGEE
KGFF SHAWNEE
KCRC ENID
KTOK OKLA CITY
KADA ADA
KCMC TEXARKANA
KFRO LONGVIEW
KGKB TYLER
KPLT PARIS
KRRV SHERMAN
WRR DALLAS
KAND CORSICANA
KFJZ FT. WORTH
KWFT WICHITA FALLS
KVWC VERNON
KRBC ABILENE
WACO WACO
KTEM TEMPLE
KNOW AUSTIN
KABC SAN ANTONIO
KXYZ HOUSTON
KFDM BEAUMONT
KLUF GALVESTON
KRIS CORPUS CHRISTI
KRGV WESLACO
KFYO LUBBOCK
KFDA AMARILLO
KGKL SAN ANGELO
KBST BIG SPRING
KFEL DENVER
KFKA GREELEY
KVOS BELLINGHAM
KRKO EVERETT
KOL SEATTLE
KIRO SEATTLE
KMO TACOMA
KGY OLYMPIA
KELA CENTRALIA CHEHALIS
KXRO ABERDEEN
KWLK LONGVIEW
KPQ WENATCHEE
KIT YAKIMA
SPOKANE
KALE PORTLAND
KSLM SALEM
KORE EUGENE
KRNR ROSEBURG
KOOS MARSHFIELD
KVCV REDDING
KHSL CHICO
KIEM EUREKA
KFRC SAN FRANCISCO
KQW SAN JOSE
KDON MONTEREY
KYOS MERCED
KTKC VISALIA
KPMC BAKERSFIELD
KVEC SAN LUIS OBISPO
KDB SANTA BARBARA
KHJ LOS ANGELES
KFXM SAN BERNARDINO
KVOE SANTA ANA
KGB SAN DIEGO
KXO EL CENTRO
KGMB HONOLULU
KHBC HILO

Indelibly etched

on this translucent disc is the most life-like reflection of living sound that science has been able to achieve . . . it's the famous World vertical-cut Wide Range transcription.

This true mirror of sound is important to the advertiser who considers it vital that his message register clearly, distinctly, impressively in the radio home.

In an important recent survey, all the leading independent network stations were queried regarding their transcription preference. 119 station managers out of 132 voted for World vertical-cut Wide Range recording for *faithful reproduction of music . . . a 9 to 1 preference, vertical vs. lateral recording*. For clarity of speech, World won 3½ to 1.

World combines highest quality with utmost flexibility in the use of the radio medium. The diversified needs of local, regional and national advertisers are fulfilled. Every step, from program plan to broadcast, is available if desired.

Advertisers and agencies are invited to ask for details. World Broadcasting System, 711 Fifth Avenue, New York City.

WORLD
BROADCASTING SYSTEM, INC.
PROGRAM
NUMBER

WORLD BROADCASTING SYSTEM

NEW YORK · CHICAGO · HOLLYWOOD
SAN FRANCISCO · WASHINGTON

Transcription Headquarters

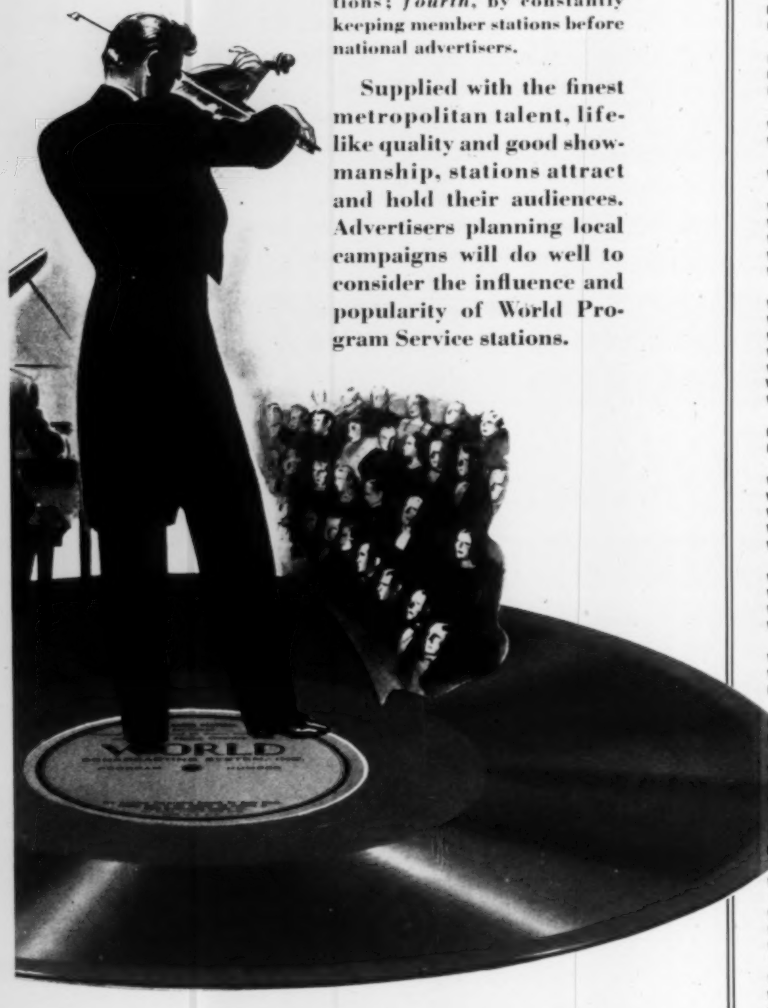
IMPORTANT TO ADVERTISERS

These 200 Stations Believe Their Audiences are Entitled to the Best

The stations of World Program Service are interested in serving *their* audiences with the finest program material. Loyal audiences and thriving sponsors are their objectives.

World helps member stations attain these objectives in four ways . . . *first*, by granting exclusive franchises; *second*, by supplying the greatest repertory of music ever recorded for radio; *third*, by furnishing this never-ending stream of musical selections by means of the famous World vertical-cut Wide Range transcriptions; *fourth*, by constantly keeping member stations before national advertisers.

Supplied with the finest metropolitan talent, lifelike quality and good showmanship, stations attract and hold their audiences. Advertisers planning local campaigns will do well to consider the influence and popularity of World Program Service stations.



WORLD PROGRAM SERVICE

a service of

WORLD BROADCASTING SYSTEM

NEW YORK · CHICAGO · HOLLYWOOD
SAN FRANCISCO · WASHINGTON

WORLD PROGRAM SERVICE STATIONS

ALABAMA	
WHMA	*Anniston*
WMOB	*Mobile*
ARIZONA	
KOY	*Phoenix*
ARKANSAS	
KELD	*El Dorado*
KARK	*Little Rock*
KUOA	*Siloam Springs*
CALIFORNIA	
KPMC	*Bakersfield*
KIEM	*Eureka*
KGER	*Long Beach*
KHJ	*Los Angeles*
KLX	*Oakland*
KGB	*San Diego*
KFRC	*San Francisco*
KDB	*Santa Barbara*
KSRO	*Santa Rosa*
KGDM	*Stockton*
KHUB	*Watsonville*
COLORADO	
KFEL	*Denver*
KFXJ	*Grand Junction*
KGHF	*Pueblo*
CONNECTICUT	
WTIC	*Hartford*
WELI	*New Haven*
DIST. OF COLUMBIA	
WJSV	*Washington*
FLORIDA	
WRUF	*Gainesville*
WQAM	*Miami*
WDBO	*Orlando*
WTSP	*St. Petersburg*
WJNO	*West Palm Beach*
GEORGIA	
WGPC	*Albany*
WATL	*Atlanta*
WRDW	*Augusta*
WRBL	*Columbus*
WMAZ	*Macon*
WTOC	*Savannah*
WAYX	*Waycross*
IDAHO	
KIDO	*Boise*
KRLC	*Lewiston*
ILLINOIS	
WGN	*Chicago*
WDAN	*Danville*
WSOY	*Decatur*
WTAD	*Quincy*
WCBS	*Springfield*
INDIANA	
WTRC	*Elkhart*
WGBF-WEOA	*Evansville*
WIRE	*Indianapolis*
WLBC	*Muncie*
IOWA	
WMT	*Cedar Rapids*
WOC	*Davenport*
KMA	*Shenandoah*
KANSAS	
KFBI	*Abilene*
KWBG	*Hutchinson*
KENTUCKY	
WLAP	*Lexington*
WPAD	*Paducah*
WHOP	*Hopkinsville*
LOUISIANA	
WJBO	*Baton Rouge*
KWKH	*Shreveport*
MAINE	
WLBZ	*Bangor*
MARYLAND	
WBAL	*Baltimore*
WTBO	*Cumberland*
WFMD	*Frederick*
MASSACHUSETTS	
WCOP	*Boston*
WEEI	*Boston*
WTAG	*Worcester*
MICHIGAN	
WHDF	*Calumet*
WJR	*Detroit*
WDMJ	*Marquette*
MINNESOTA	
KATE	*Albert Lea*
KVOX	*Moorhead*
KROC	*Rochester*
KSTP	*St. Paul-Minneapolis*
MISSISSIPPI	
WFOR	*Hattiesburg*
WAML	*Laurel*
WSKB	*McComb*
WQBC	*Vicksburg*
MISSOURI	
KWOS	*Jefferson City*
KMBC	*Kansas City*
KWOC	*Poplar Bluff*
KWK	*St. Louis*
MONTANA	
KGCX	*Wolf Point*
NEBRASKA	
KFAB-KFOR	*Lincoln*
KOIL	*Omaha*
NEVADA	
KOH	*Reno*
NEW MEXICO	
KGGM	*Albuquerque*
KICA	*Clovis*
KVSF	*Santa Fe*
NEW YORK	
WGR-WKBW	*Buffalo*
WESG	*Elmira*
WKNY	*Kingston*
WOR	*New York City (Newark)*
WINS	*New York City*
WQXR	*New York City*
WHAM	*Rochester*
WFBL	*Syracuse*
WFAS	*White Plains*
NORTH CAROLINA	
WCNC	*Elizabeth City*
WBIG	*Greensboro*
WEED	*Rocky Mount*
WSTP	*Salisbury*
NORTH DAKOTA	
KDLR	*Devils Lake*
KRMC	*Jamestown*
KLPM	*Minot*
OHIO	
WJW	*Akron*
WHBC	*Canton*
WGAR	*Cleveland*
WKBN	*Youngstown*
WBNS	*Columbus*
WSAI	*Cincinnati*
OKLAHOMA	
KCRC	*Enid*
KBIX	*Muskogee*
KOMA	*Oklahoma City*
KVOO	*Tulsa*
OREGON	
KFJI	*Klamath Falls*
KOIN	*Portland*
KUIN	*Grants Pass*
PENNSYLVANIA	
WCBA-WSAN	*Allentown*
WFBG	*Altoona*
WLEU	*Erie*
WKBO	*Harrisburg*
WCAU	*Philadelphia*
WIP	*Philadelphia*
WCAE	*Pittsburgh*
RHODE ISLAND	
WJAR	*Providence*
SOUTH CAROLINA	
WAIM	*Anderson*
WCSC	*Charleston*
TENNESSEE	
WOPI	*Bristol*
WDOD	*Chattanooga*
WREC	*Memphis*
WLAC	*Nashville*
TEXAS	
KGNC	*Amarillo*
KRIC	*Beaumont*
KGKO	*Dallas-Ft. Worth*
WBAP	*Dallas-Ft. Worth*
KTRH	*Houston*
KRLH	*Midland*
KPDN	*Pampa*
KPAC	*Port Arthur*
KTSA	*San Antonio*
UTAH	
KEUB	*Price*
KDYL	*Salt Lake City*
VERMONT	
WCAX	*Burlington*
VIRGINIA	
WSVA	*Harrisonburg*
WRVA	*Richmond*
WDBJ	*Roanoke*
WASHINGTON	
KXRO	*Aberdeen*
KIRO	*Seattle*
KUJ	*Walla Walla*
WEST VIRGINIA	
WHIS	*Bluefield*
WCHS	*Charleston*
WBLK	*Clarksburg*
WPAR	*Parkersburg*
WISCONSIN	
WEAU	*Eau Claire*
WHBY-WTAQ	*Green Bay*
WKBH	*La Crosse*
WIBA	*Madison*
WISN	*Milwaukee*
WSAU	*Wausau*
HAWAII	
KHBC	*Hilo*
KGMB	*Honolulu*
CANADA	
ALBERTA	
CFAC	*Calgary*
CJCA	*Edmonton*
BRITISH COLUMBIA	
CKWX	*Vancouver*
MANITOBA	
CFAR	*Flin Flon*
CJRC	*Winnipeg*
NEW BRUNSWICK	
CKCW	*Moncton*
CHSJ	*Saint John*
ONTARIO	
CKPC	*Brantford*
CKOC	*Hamilton*
CKCA	*Kenora*
CBO	*Ottawa*
CKSO	*Sudbury*
CKCL	*Toronto*
CKLW	*Windsor*
QUEBEC	
CKAC	*Montreal*
CKCV	*Quebec*
CHLN	*Three Rivers*
SASKATCHEWAN	
CKBI	*Prince Albert*
CJRM	*Regina*
CJGX	*Yorkton*
FOREIGN	
AUSTRALIA	
5 DN	*Adelaide*
4 BC	*Brisbane*
3 KZ	*Melbourne*
2 GB	*Sydney*
NEW ZEALAND	
1 ZB	*Auckland*
2 ZB	*Wellington*
3 ZB	*Christchurch*
4 ZB	*Dunedin*
MEXICO	
XEW	*Mexico City*
SOUTH AFRICA	
South African Broadcasting Corp.	*Cape Town* *Durban* *Grahamstown* *Johannesburg* *Ponce*
VENEZUELA	
YV5RA-YV5RC	*Caracas*

TO STATIONS—*If your city is not listed here, we shall be glad to discuss a franchise with you.*

AJB: 707

Social Security No. ____
All applicants must have a Social Security Number.

QUALIFICATION BLANK

—o—

Answer EVERY question
Use INK—not Pencil

YOUR RECENT
PHOTOGRAPH
MUST
accompany
this
application
paste photograph
in this space

Date taken ____

Print Name in full ____ (last) ____ (first) ____ (middle) ____ Date ____ 19 ____

Present Address: (*Terminating* ____ Date) Street ____ City ____ State ____ Tel. ____

Permanent Address: Street ____ City ____ State ____ Tel. ____

Single ☐ Married ☐ Divorced ☐ Widowed ☐ Separated ☐

Total No. to support including yourself ____

Number of children ____ Birthdates ____

Own home? ____ Lease? ____ No. rooms furniture ____

Nationality of parents ____

Occupation of father (*when he was alive and active*) ____

State languages you speak ____

How is health of family? ____

Will your health and that of your family permit you to go wherever you may be sent? ____

Date of birth ____ Age ____

Where born? ____ U.S. Citizen? ____

Height ____ ft. ____ ins. Weight ____ lbs.

Describe any disfigurations ____

Complexion: light? ____ dark? ____

Defects: sight? ____ hearing? ____ speech? ____ limbs? ____

Have you hernia, heart trouble, kidney trouble, or high blood pressure? ____

Have you had tuberculosis? ____

Date and nature of any serious illness ____

Introduced by: Name ____ Address ____

Have you any relatives in this Company? ____ Name ____ Location (Dept.) ____

Have you ever been employed by this company? ____ When? ____ Where? ____ Why did you leave? ____

What sort of position do you desire? ____ How soon can you start? ____

Present salary $ ____ per ____ State salary you will consider ____ Do you object to traveling? ____

Are you willing to live wherever you may be sent? ____ Indicate locale preferred ____

Does your wife favor your opportunity with this company? ____ Willing to go anywhere? ____

Have you ever made application for a bond which was refused? ____. How much Life Insurance do you carry? ____

Do you have a bank account? ____ Where? ____ Do you own a car? ____

Names of honorary or fraternal organizations ____

Education	Number of years	Name of School	City	Year of leaving	Did you graduate?	Major Course or Subject	Scholarship
Grammar School							Average ____ Above av. ____ Below av. ____
Secondary School							Average ____ Above av. ____ Below av. ____
College or University					(Degree)		Average ____ Above av. ____ Below av. ____
Other - give type							Average ____ Above av. ____ Below av. ____

Academic or Professional Honors ____
(*List honor or professional fraternities, prizes, teaching assistantships, special recognitions or designations, etc.*)

Extracurricular or Social Activities ____
(*List elective offices, organization memberships, athletic, literary, dramatic, artistic or forensic activities, etc.*)

Source of Income for College Expense: Provided by family ____ %. Borrowed ____ %. Earned ____ %.

Scholarships ____ %. Other Sources ____ %. Present Indebtedness for College Expense $ ____

List below any professional or technical subjects—such as Accounting, Advertising, etc.—which may be particularly applicable to a position with this Company. Give amount of credit in Semester or Quarter hours ____

F5902 Rev. 3-1-39

XUM

RECORD OF EM

The fact that you have filed this application will be KEPT STRICTLY CONFIDENTIAL, and will not i
Please give below an ACCURATE, DETAILED and COMPLETE record of pres

NAMES AND ADDRESSES OF FORMER EMPLOYERS	Nature of Employer's Business	Under whom did you work?	Nature of your work
NOTE: State reason for and length of inactivity between present application date and last employer.			
Name of Last Employer Address City State			
NOTE: State reason for and length of inactivity between last employer and second last employer.			
Name of Second Last Employer Address City State			
NOTE: State reason for and length of inactivity between second last employer and third last employer.			
Name of Third Last Employer Address City State			
NOTE: State reason for and length of inactivity between third last employer and fourth last employer.			
Name of Fourth Last Employer Address City State			
NOTE: State reason for and length of inactivity between fourth last employer and fifth last employer.			
Name of Fifth Last Employer Address City State			

Please give below a detailed account of your previous experience and training. Specify the type of work done and the type of work you would prefer to do. If more space is needed, continue on a supplementary page.

F EMPLOYMENT

l will not in any way be brought to the attention of your PRESENT employer without your permission.
rd of present and former employment. The more information you give the better.

re of work	Date Beginning	Starting Monthly Salary	Date Left	Monthly Salary When Leaving	Why did you leave? Give Details.
	Month Year		Month Year		
	Month Year		Month Year		
	Month Year		Month Year		
	Month Year		Month Year		
	Month Year		Month Year		

With what merchandise lines are you most familiar? (State specific lines) ________

Have you ever trimmed windows? ________ What merchandise? ________

Have you ever been in charge of advertising? ________ What merchandise? ________ National or local? ________

Have you ever been in charge of merchandising? ________ What merchandise? ________ No. of years ________

If you have had Military or Naval service, describe and give rank and branch ________

Have you ever been in business for yourself? ________ (Give complete particulars below)

I certify that the information contained in this application is correct to the best of my knowledge.

I agree if employed, to conform to the rules and regulations of the Company and my employment and compensation can be terminated, without notice, at any time at the option of either the Company or myself.

Signature ________ Date ________

(Not to be filled in by applicant)

INTERVIEW

Additional information resulting
from conference.

Additional points of view and
attitudes of candidate

Reactions of interviewer
towards candidate

Date

Signature of Interviewer

MEDICAL DEPT.

Vaccination Date

Temperature Urine

Pulse Heart OK?

Blood Pressure Hernia?

Eyes—R L B

Weight Lungs

Height ft. in.

Venereal

Applicant is Physically { O.K / Not O.K

Sig. of Dr.

Sig. of Nurse

Date

ENROLLMENT ON COMPANY'S RECORDS

Date

Dept.

Store

Position

Salary

Department O. K.

C. L. ☐ T. C. ☐

Reg. ☐ Extra ☐

Detailed statement of any special agreement between Company and employe:

Signature of employe

Signature of Company Officer Position

Date

WORLD TRANSCRIPTION SYSTEM

A Service of World Broadcasting System

711 Fifth Ave., New York City

Telephone: Wickersham 2-2100

EXECUTIVES

Percy L. Deutsch, *President*
A. J. Kendrick, *Vice-President and General Manager*
Norton Cotterill, *Vice-President and Sales Manager*
W. R. Seifert, *Treasurer*
Charles Gaines, *Secretary*
Charles Lauda, Jr., *Asst. Treas. and Chief Engineer*
A. B. Sambrook, *Station Relations Manager*

BRANCH OFFICES

Chicago—301 E. Erie St. *Manager:* Read Wight
Hollywood—1000 N. Seward St. *Manager:* Pat Campbell
San Francisco—1050 Howard St. *Manager:* Carl C. Langevin
Washington—Wardman Park Hotel. *Manager:* Harold A. Lafount.
St. Louis—Mart Building.

WAVE—POWER—TIME

See individual station listings. All time is local time in cities shown.

COMMISSION AND CASH DISCOUNT

Agency commission of 15% on net station time charges allowable to recognized advertising agencies.

GENERAL ADVERTISING

Stations are available in any combination. Night rates apply from 6:00 p.m. to 10:30 p.m. daily except Sunday, on all stations unless otherwise indicated. Day rates apply from 9:00 a.m. to 6:00 p.m., daily except Sunday, on all stations unless otherwise indicated.

See individual listings, or consult World Broadcasting System, for early morning, late evening, transition and Sunday rates, as well as for time and frequency discounts, special combination and five minute rates, and other information not shown.

SERVICE FACILITIES

Studios and complete recording facilities in New York, Chicago, and Hollywood. Equipped throughout for vertical cut wide range or lateral recording. Services of program, continuity and production departments are available without extra charge. Merchandising, market research, and publicity services available on request, usually at cost.

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Rates subject to change without notice and should always be confirmed with World Broadcasting System. All programs and products are subject to the approval and program policies of member stations of the World Transcription System.

Any federal, state, county or other tax imposed upon the sale of station facilities is to be added to station rates.

GROSS NIGHT RATES

(*Rates in Effect Jan. 1, 1940*)

(6:00 p.m. to 10:30 p.m. except as noted)

	1 hr.	½ hr.	¼ hr.
Atlanta (WGST)	200.00	120.00	80.00
Baltimore (WBAL)	340.00	215.00	135.00
Buffalo (WGR-WKBW) (2)	300.00	180.00	120.00
Cincinnati (WSAI) (1)	240.00	120.00	80.00
Dallas-Ft. Worth (KGKO)	248.00	148.80	100.00
Dayton (WHIO)	180.00	108.00	70.00
Georgia Major Market Trio:			
Atlanta (WGST) Macon (WMAZ) Savannah (WTOC)	400.00	230.00	130.00
Greensboro (WBIG)	100.00	75.00	50.00
Hartford (WTIC) (2)	400.00	240.00	160.00
Houston (KTRH) (3)	250.00	140.00	90.00
Kansas City (KMBC)	400.00	200.00	100.00
Little Rock (KLRA)	100.00	60.00	40.00
Los Angeles (KHJ)	300.00	180.00	120.00
Don Lee Southern California Group (1):			
Los Angeles (KHJ) San Diego (KGB) Santa Barbara (KDB) San Bernardino (KFXM) Bakersfield (KPMC) Santa Ana (KVOE) El Centro (KXO) San Luis Obispo (KVEC)	620.00	372.00	248.00
Don Lee Northern California Group (1):			
San Francisco (KFRC) San Jose (KQW) Visalia (KTKC) Monterey (KDON) Eureka (KIEM) Chico (KHSL) Redding (KVCV) Merced (KYOS)	500.00	300.00	200.00
Don Lee Complete California Network (1): See stations in Northern and Southern California Groups	1,050.00	630.00	420.00
Macon (WMAZ)	100.00	60.00	40.00
Memphis (WREC)	200.00	130.00	85.00
Miami (WIOD)	160.00	96.00	64.00
Milwaukee (WISN) (3)	200.00	125.00	80.00
Montgomery (WSFA)	75.00	40.00	25.00
Nashville (WLAC)	225.00	135.00	90.00
Oklahoma City (KOMA) (3)	225.00	125.00	75.00
Philadelphia (WCAU) (1)	500.00	300.00	200.00
Phoenix (KOY) (3)	90.00	54.00	36.00
Arizona Network:			
Bisbee-Douglas (KSUN) Phoenix (KOY) Tucson (KTUC)	150.00	85.00	56.00
Pittsburgh (WCAE)	475.00	300.00	190.00
Portland (KALE)	120.00	60.00	30.00
Portland (KOIN)	200.00	100.00	65.00
Rochester (WHAM)	380.00	228.00	152.00
Salt Lake City (KDYL)	200.00	135.00	90.00
San Diego (KGB)	80.00	48.00	32.00
San Francisco (KFRC)	250.00	150.00	100.00
Santa Barbara (KDB)	50.00	30.00	20.00
Savannah (WTOC)	125.00	75.00	50.00
Seattle (KIRO)	215.00	130.00	87.50
St. Louis (KWK) (3)	350.00	200.00	110.00
Syracuse (WFBL)	175.00	105.00	70.00

(1) A lower rate 6:00 p.m. to 6:30 p.m.
(2) A lower rate 6:00 p.m. to 7:00 p.m.
(3) A lower rate 10:00 p.m. to 10:30 p.m.

GROSS DAY RATES

(9:00 a.m. to 6:00 p.m. except as noted)

	1 hr.	½ hr.	¼ hr.
Atlanta (WGST)	100.00	60.00	40.00
Baltimore (WBAL)	170.00	108.00	68.00
Buffalo (WGR-WKBW) (a)	95.00	57.00	38.00
Cincinnati (WSAI) (e)	120.00	72.00	48.00
Dallas-Ft. Worth (KGKO)	124.00	74.40	50.00
Dayton (WHIO)	90.00	54.00	35.00
Georgia Major Market Trio:			
Atlanta (WGST) Macon (WMAZ) Savannah (WTOC)	240.00	135.00	75.00
Greensboro (WBIG) (g)	60.00	37.50	20.00
Hartford (WTIC)	200.00	120.00	80.00
Houston (KTRH)	125.00	75.00	50.00
Kansas City (KMBC) (d) (b)	200.00	100.00	50.00
Little Rock (KLRA)	65.00	40.00	25.00
Los Angeles (KHJ)	150.00	90.00	60.00
Don Lee Southern California Group:			
Los Angeles (KHJ) San Diego (KGB) Santa Barbara (KDB) San Bernardino (KFXM) Bakersfield (KPMC) Santa Ana (KVOE) El Centro (KXO) San Luis Obispo (KVEC)	310.00	186.00	124.00
Don Lee Northern California Group:			
San Francisco (KFRC) San Jose (KQW) Visalia (KTKC) Monterey (KDON) Eureka (KIEM) Chico (KHSL) Redding (KVCV) Merced (KYOS)	250.00	150.00	100.00
Don Lee Complete California Network: See stations in Northern and Southern California Groups.	525.00	315.00	210.00
Macon (WMAZ)	70.00	42.00	28.00
Memphis (WREC)	125.00	90.00	50.00
Miami (WIOD)	80.00	48.00	32.00
Milwaukee (WISN)	100.00	62.50	40.00
Montgomery (WSFA)	60.00	30.00	15.00
Nashville (WLAC)	115.00	68.00	45.00
Oklahoma City (KOMA) (c)	100.00	60.00	35.00
Philadelphia (WCAU)	250.00	150.00	100.00
Phoenix (KOY)	45.00	27.00	18.00
Arizona Network:			
Bisbee-Douglas (KSUN) Phoenix (KOY) Tucson (KTUC)	75.00	50.00	35.00
Pittsburgh (WCAE)	237.50	150.00	95.00
Portland (KALE)	60.00	30.00	15.00
Portland (KOIN)	100.00	50.00	32.50
Rochester (WHAM)	190.00	114.00	76.00
Salt Lake City (KDYL)	100.00	67.50	45.00
San Diego (KGB)	40.00	24.00	16.00
San Francisco (KFRC)	125.00	75.00	50.00
Santa Barbara (KDB)	35.00	20.00	15.00
Savannah (WTOC)	85.00	48.00	32.00
Seattle (KIRO)	107.50	65.00	43.75
St. Louis (KWK) (f)	160.00	90.00	50.00
Syracuse (WFBL) (d)	88.00	53.00	35.00

(a) A higher rate 5:00 to 6:00 p.m.
(b) A higher rate 12:00 noon to 1:00 p.m.
(c) A lower rate 2:30 p.m. to 4:00 p.m.
(d) A lower rate 9:00 a.m. to 9:30 a.m.
(e) A lower rate 1:00 p.m. to 5:00 p.m.
(f) A lower rate 9:00 a.m. to 10:00 a.m.
(g) A higher rate 11:30 a.m. to 1:30 p.m. and 4:30 p.m. to 6:00 p.m.

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WRC, Washington
WTAM, Cleveland

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51,000 Watts (990 Kc.)

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BOSTON & SPRINGFIELD, MASS.

NATIONAL BROADCASTING CO., Inc.: NETWORK RATES

30 Rockefeller Plaza, New York City
Telephone: Circle 7-8300

NBC—RED NETWORK RATES

(*Rates in Effect Jan. 1, 1940*)

BASIC RED NETWORK

City and Call Letter	Time*	1 Hr.	½ Hr.	¼ Hr.
New York (WEAF)	E-DS	$1,400	$840	$560
Boston (WNAC)	E-DS	440	264	176
Hartford (WTIC)	E-DS	400	240	160
Providence (WJAR)	E-DS	200	120	80
Worcester (WTAG)	E-DS	180	108	72
Portland, Me. (WCSH)	E-DS	160	96	64
Philadelphia (KYW)	E-DS	480	288	192
Wilmington (WDEL)	E-DS	120	72	48
Baltimore (WFBR)	E	260	156	104
Washington (WRC)	E	240	144	96
Schenectady (WGY)	E-DS	400	240	160
Buffalo (WBEN)	E-DS	320	192	128
Pittsburgh (WCAE)	E-DS	380	228	152
Cleveland (WTAM)	E	520	312	208
Toledo, O. (WSPD)	E	220	132	88
Detroit (WWJ)	E	420	252	168
Cincinnati (One Cincinnati station, listed below, must be used)				
Indianapolis (WIRE)	C	200	120	80
Chicago (WMAQ)	C-DS	800	480	320
St. Louis (KSD)	C	360	216	144
Milwaukee (WTMJ)	C	340	204	136
Minneapolis-St. Paul (KSTP)	C	320	192	128
Des Moines (WHO)	C	520	312	208
Omaha (WOW)	C	340	204	136
Kansas City (WDAF)	C	380	228	152
Total for Network (without Cincinnati)		$9,400	$5,640	$3,760
Cincinnati (WLW)	E	$1,080	$720	$480
Cincinnati (WSAI)	E	240	144	96

BASIC RED SUPPLEMENTARIES

Reading (WEEU)	E-DS	$140	$84	$56
Reading (WRAW)	E-DS	120	72	48
(WRAW available only when WEEU is off the air)				
Richmond (WMBG)	E	140	84	56
Johnstown (WJAC) Altoona (WFBG)	E	140	84	56

*E or EST—Eastern Standard Time.
C or CST—Central Standard Time.
M or MST—Mountain Standard Time.
P or PST—Pacific Standard Time.
-DS—Observes Daylight Saving Time.

RED SOUTHCENTRAL GROUP, CST

Available only as a group. Midsouth, if available, must be used with this group.

Memphis (WMC)		$240	$144	$96
Atlanta (WSB)	-DS	360	216	144
Birmingham (WBRC)		160	96	64
Jackson (WJDX)		120	72	48
New Orleans (WSMB)		200	120	80
Total for Group		$1,080	$648	$432

RED SOUTHWESTERN GROUP, CST

Available only as a group.

Tulsa (KVOO)	$280	$168	$112
Oklahoma City (WKY)	240	144	96
Dallas-Fort Worth (WFAA-WBAP)	440	264	176
Houston (KPRC)	260	156	104
San Antonio (WOAI)	300	180	120
And at least two of the following:			
Shreveport (KTBS)	120	72	48
Little Rock (KARK)	120	72	48
Amarillo (KGNC)	120	72	48
Total for Group of 8	$1,880	$1,128	$752

RED MOUNTAIN GROUP, MST

Available only as a group. For use with Basic or Pacific Coast Networks.

Denver (KOA)	$300	$180	$120
Salt Lake City (KDYL)	200	120	80
Total for Group	$500	$300	$200

PACIFIC COAST RED NETWORK, PST

For use with Mountain Group in conjunction with a Basic Network. When used separately, special program production in San Francisco or Hollywood studios required.

San Francisco (KPO)	$420	$252	$168
Fresno (KMJ)	120	72	48
Los Angeles (KFI)	520	312	208
Portland, Ore. (KGW)	220	132	88
Seattle (KOMO)	220	132	88
Spokane (KHQ)	160	96	64
Total for Group	$1,660	$996	$664

NBC—BLUE NETWORK RATES

(*Rates in Effect Jan. 1, 1940*)

BASIC BLUE NETWORK

City and Call Letter	Time*	1 Hr.	½ Hr.	¼ Hr.
New York (WJZ)†	E-DS	$1,200	$720	$480
Boston (WBZ)	E-DS	480	288	192
Springfield (WBZA	E-DS	160	96	64
Providence (WEAN)	E-DS	200	120	80
Bridgeport (WICC)	E-DS	160	96	64
Philadelphia (WFIL)	E-DS	400	240	160
Baltimore (WBAL)†	E	320	192	128
Washington (WMAL)	E	200	120	80
Syracuse (WSYR)	E-DS	220	132	88
Rochester (WHAM)	E-DS	380	228	152
Buffalo (WEBR)	E-DS	120	72	48
Pittsburgh (KDKA)	F-DS	480	288	192
Cleveland (WHK)	E	340	204	136
Detroit (WXYZ)	E	360	216	144
Cincinnati (One Cincinnati station, listed below, must be used)				
Fort Wayne (WOWO)	C-DS	220	132	88
Chicago (WENR-WLS)	C-DS	720	432	288
St. Louis (KWK)	C	300	180	120
Cedar Rapids (WMT)	C	300	180	120
Minneapolis-St. Paul (WTCN)	C	180	108	72
Des Moines (KSO)	C	180	108	72
Kansas City (WREN)	C	240	144	96
Total for Group (Without Cincinnati		$7,160	$4,296	$2,864
Cincinnati (WLW)	E	$1,080	$720	$480
Cincinnati (WSAI)	E	240	144	96

BASIC BLUE SUPPLEMENTARIES

Richmond (WRTD)	E	$120	$72	$48
New Britain-Hartford (WNBC)	E-DS	120	72	48
Albany (WABY)	E-DS	120	72	48
Plattsburg (WMFF)	E-DS			
(No charge. Available only when WABY is used)				
Jamestown, N. Y. (WJTN)	E-DS	80	48	32
Erie (WLEU)	E-DS	120	72	48
Omaha (KOWH)	C	160	96	64
Shenandoah, Ia. (KMA)	C	140	84	56
Sioux City (KSCJ)	C	140	84	56

MICHIGAN NETWORK

(Available only with WXYZ, Detroit)

Flint (WFDF)	E	$240	$144	$96
Lansing (WJIM)	E			
Jackson (WIBM)	E			
Battle Creek (WELL)	E			
Bay City (WBCM)	E			

BLUE SOUTHERN GROUP, CST

Individually available. Midsouth, if available, may be used with this Group.

Memphis (WMPS)		$140	$84	$56
Birmingham (WSGN)		120	72	48
Atlanta (WAGA)	-DS	140	84	56
Hot Springs (KTHS)		120	72	48
New Orleans (WDSU)		180	108	72
Baton Rouge (WJBO)		80	48	32
Total for Group		$780	$468	$312

BLUE SOUTHWESTERN GROUP, CST

Individually available.

Oklahoma City (KTOK)	$120	$72	$48
Fort Worth-Dallas (KGKO)	240	144	96
Houston (KXYZ)	200	120	80
Beaumont (KFDM)	120	72	48
Total for Group	$680	$408	$272

BLUE MOUNTAIN GROUP, MST

Available only as a group. For use with Basic or Pacific Coast Networks.

Denver (KVOD)	$120	$72	$48
Ogden (KLO)	120	72	48
Salt Lake City (KUTA)	80	48	32
Total for Group	$320	$192	$128

PACIFIC COAST BLUE NETWORK, PST

For use with Mountain Group in conjunction with a Basic Network. When used separately, special program production in San Francisco or Hollywood studios required.

San Francisco (KGO)	$280	$168	$112
Sacramento (KFBK)			
Stockton (KWG)	$160	$96	$64
Bakersfield (KERN)			
Los Angeles (KECA)	240	144	96
Santa Barbara (KTMS)	80	48	32
San Diego (KFSD)	140	84	56
Portland, Ore. (KEX)	160	96	64
Seattle (KJR)	200	120	80
Spokane (KGA)	120	72	48
Total for Group	$1,380	$828	$552

†WJZ and WBAL are synchronized from 9:00 p.m. to 12:00 Midnight when on Standard Time 10:00 p.m. to 1:00 a.m. on Daylight Saving Time.

*E or EST—Eastern Standard Time.
C or CST—Central Standard Time.
M or MST—Mountain Standard Time.
P or PST—Pacific Standard Time.
-DS—Observes Daylight Saving Time.

SPECIAL BLUE NETWORK DISCOUNTS

Applicable only to specified Blue Network facilities, when some or all of the Blue supplementary groups are purchased in their entirety with the complete Basic Blue Network. (WLW not included.)

Contracted Value of Blue Network Time at Gross Rates	
One group whose evening hour rate equals $500 or more	5%
Two groups whose combined evening hour rate equals $1,000 or more	10%
Three groups whose combined evening hour rate equals $1,500 or more	15%
The four groups	20%

(These discounts are predicated on gross rate of one evening hour per group, applicable to standard quarter, half or hour, day or evening purchase.)

NBC—SUPPLEMENTARY FACILITIES

(*Rates in Effect Jan. 1, 1940*)

BASIC SUPPLEMENTS

City and Call Letter	Time*	1 Hr.	½ Hr.	¼ Hr
Individually available with either Basic Network.				
Manchester, N. H. (WFEA)	E-DS	$100	$60	$40
Bangor, Me. (WLBZ)	E-DS	120	72	48
Augusta, Me. (WRDO)	E-DS	60	36	24
(WRDO available only when WLBZ is used)				
Wilkes-Barre (WBRE)	E	120	72	48
Allentown, Pa. (WSAN)	E-DS	120	72	48
York, Pa. (WORK)	E-DS	120	72	48
Lancaster, Pa. (WGAL)	E-DS			
(No charge—available only when WORK is used)				
Harrisburg, Pa. (WKBO)	E-DS	100	60	40
(WKBO available only when WORK is used)				
Norfolk, Va. (WTAR)	E	140	84	56
Charleston, W. Va. (WGKV)	E	140	84	56
Clarksburg (WBLK)	E			
Zanesville (WHIZ)	E	60	36	24
Columbus, O. (WCOL)	E	120	72	48
Dayton, O. (WING)	E	140	84	56
(WING available when WLW not used.)				
Grand Rapids (WOOD)	E	120	72	48
Fort Wayne (WGL)	C-DS	100	60	40
(WGL available to Basic Blue only when WOWO is off the air.)				
Terre Haute (WBOW)	C	100	60	40
Evansville (WGBF)	C	120	72	48
Madison (WIBA)	C	140	84	56
Duluth-Superior (WEBC)	C	140	84	56
Sioux Falls, S. D. (KSOO)	C	140	84	56
Sioux Falls, S.D. (KELO)	C	80	48	32
(KELO available only when KSOO is off the air.)				
Wichita (KANS)	C	100	60	40

MINNESOTA NETWORK

Mankato (KYSM)	C	120	72	48
Rochester (KROC)	C			
St. Cloud (KFAM)	C			

SOUTHEASTERN GROUP, EST

Available with either Basic Network in a group of not less than three.

Raleigh (WPTF)		$140	$84	$56
Charlotte (WSOC)		120	72	48
Greenville (WFBC)		120	72	48
Asheville, N. C. (WISE)				
(No charge. Available only when WFBC is used.)				
Columbia (WIS)		120	72	48
Florence (WOLS)				
(No charge. Available only when WIS is used.)				
Charleston (WTMA)	E	80	48	32
Total for Group		$580	$348	$232

FLORIDA GROUP, EST

Available only as a group for use with Southeastern Red Southcentral or Blue Southern groups.

Jacksonville (WJAX)	$160	$96	$64
Tampa (WFLA-WSUN)	140	84	56
Lakeland (WLAK)			
(No charge—available only when WFLA-WSUN is used.)			
Miami (WIOD)	160	96	64
Total for Group	$460	$276	$184

NORTHWESTERN GROUP, CST

Individually available with either Basic Network.

Fargo (WDAY)	$160	$96	$64
Bismarck (KFYR)	200	120	80
Total for Group	$360	$216	$144

MIDSOUTH GROUP, CST

Available only as a group. If available, must be used with Red Southcentral or may be used with Blue Southern.

Louisville (WAVE)	$200	$120	$80
Nashville (WSM)	400	240	160
Total for Group	$600	$360	$240

INDIVIDUAL SUPPLEMENTARIES, CST

Individually available. For use with Red Southcentral or Blue Southern.

City and Call Letter	Time*	1 Hr.	½ Hr.	¼ Hr.
Mobile (WALA)		$120	$72	$48
Pensacola (WCOA)				
Knoxville (WROL)		100	60	40
Chattanooga (WAPO)		100	60	40

Individually available. For use with Red or Blue Southwestern Groups.

Pittsburg, Kan. (KOAM)	$120	$72	$48
Springfield, Mo. (KGBX)	120	72	48
Corpus Christi (KRIS)	100	60	40
Weslaco (KRGV)	100	60	40

NORTH MOUNTAIN GROUP, MST

Individually available. For use with Red or Blue Mountain or Coast Groups.

Boise (KIDO)	$120	$72	$48
Butte (KGIR)	120	72	48
Helena (KPFA) (No charge. Available only when KGIR is used.)			
Billings (KGHL)	120	72	48
Pocatello, Idaho (KSEI) Twin Falls, Idaho (KTFI) No charge. Available only when complete Group is used.			
Total for Group	$360	$216	$144

SOUTH MOUNTAIN GROUP, MST

Individually available. For use with either Red or Blue Basic or Mountain Groups.

Pueblo (KGHF)	$120	$72	$48
Albuquerque KOB	120	72	48
El Paso (KTSM)	120	72	48
Total for Group	$360	$216	$144

ADDITIONAL TO PACIFIC NETWORKS

Individually available with Pacific Coast Red or Blue Network.

Phoenix (KTAR)	M	$160	$96	$64
Tucson (KVOA) (No charge. Available only when KTAR is used.)	M			
Reno (KOH)	P	80	48	32
Medford (KMED)	P	80	48	32

CANADIAN SERVICE, EST

Individually available. For use with Basic Red Network.

Toronto (CBL)	-DS	$300	$180	$120
Montreal (CBM)	-DS	240	144	96

Supplementary

Montreal (CBF) (French Language Station)	-DS	$300	$180	$120
(CBF-CBM) Combination rate		325	195	130

Individually available. For use with Basic Blue Network. Special Blue discount on CFCF only.

Toronto (CBL)	-DS	$300	$180	$120
Montreal (CFCF)	-DS	240	144	96

Supplementary

Montreal (CBF) (French Language Station)	-DS	300	180	120
(CBF-CFCF) Combination rate		325	195	130

NOTE: Rates for Canadian Broadcasting Corporation Network facilities on application.

SPECIAL SERVICE

HAWAIIAN, HST

For use with PC Red and Blue Networks.

Honolulu (KGU)	†$160	†$96	†$64

†These rates apply for all periods, day and night.

CUBAN, EST

For use with Basic Red and Blue.

Havanna (CMX)	†$200	†$120	†$80

†These rates apply for all periods, day and night.

GENERAL SERVICE DATA

RATE CLASSIFICATIONS

(All rates quoted on Local Time. Fractional rates do not apply to Honolulu and Havana.)

a. 6:00 p.m. to 11:00 p.m., Gross Rates as listed on this card.

b. 12:00 Noon to 6:00 p.m., Sundays only, Three-quarters Gross Rates.

c. 11:00 p.m. to 12:00 Midnight and 8:00 a.m. to 6:00 p.m. (exclusive of Sunday afternoon), One-half Gross Rates

d. 12:00 Midnight to 8:00 a.m., One-third Gross Rates.

Service available only if a regularly scheduled program precedes or follows.

e. Rates for periods longer than one hour in exact proportion to corresponding one-hour rate.

COMMISSIONS AND DISCOUNTS

a. Weekly discounts for 13 or more consecutive weeks network broadcasting

All network contracts for the same advertiser may be combined for determining rate of discount.

Contracted Value of Network Time at Gross Rates On Blue Network contracts receiving special Blue Discounts these discounts are paid on the Net Rate after the special discounts.	Rate of Discount on Weekly Gross Billing
Less than $2,000 per week	None
$2,000 or more but less than $4,000 per week	2½%
$4,000 or more but less than $8,000 per week	5%
$8,000 or more but less than $12,000 per week	7½%
$12,000 or more but less than $18,000 per week	10%
$18,000 or more per week	12½%

Network Programs Between 8:00 and 10:00 p.m. New York Time

On the Basic Red Network and its supplementary facilities used on such programs and on their rebroadcasts, weekly rate of discounts will be reducred 5% (for example—12½% becomes 7½%). Where Red Network supplementary facilities are used with the Blue Network the 5% reduction on the rate of discount will apply to the Red facilities only.

b. Annual rebate for 52 consecutive weeks network broadcasting.

Rebate to be 12½% of the gross billing on all facilities used during the contract year, except on such facilities as are discontinued prior to the end of the contract year. On Blue Network contracts receiving special Blue Discounts this 12½% rebate is paid on the net rate after the special discount. The rebate will be due and payable at the end of each 52 weeks of consecutive service or currently on firm 52-week contracts. Interruptions of the series necessitated by the broadcasting of special events of importance will not affect the advertiser's right to the rebate.

c. Gross billing after deductions of percentage discounts, if any, shall be subject to an advertising agency commission of 15%. From the annual rebate, if any, the company shall deduct the excess agency commission previously allowed. Commissions allowed only to recognized advertising agencies.

d. No commission on program charges.

e. No cash discounts—Bills due and payable when rendered.

TERMS OF USE

a. Minimum period sold is 15 minutes. No periods are sold in bulk for re-sale. Advertisers cooperating in group broadcasts are required to make individual contracts with the National Broadcasting Company, subject to card rate and regulations.

b. All programs are subject to program policies and approval of the National Boradcasting Company.

c. The closing date is three weeks in advance of initial program.

Rates quoted herein subject to change without notice. This Rate Card is for informative purposes, and does not constitute an offer on the part of the National Broadcasting Company.

PRODUCTION SERVICES

a. Services of the NBC Artists Service and Program Deportment in arranging and representing programs are included without extra charge.

b. No special charge is made for facilities when programs originate in NBC Studios in New York City, Chicago, Washington, San Francisco and Los Angeles (Hollywood) provided the City in which the program originates is included in the Network facilities ordered. Special charge, subject to agency commission but not to discount or rebate, made for facilities when program origination does not conform to these conditions—and for programs requiring special production.

REPRESENTATIVES

RCA Bldg., New York, N. Y.
Hotel Bradford (WBZ), Boston, Mass.
Grant Bldg. (KDKA), Pittsburgh, Pa.
Trans-Lux Bldg., (WRC-WMAL), Washington, D. C.
Hotel Kimball (WBZA), Springfield, Mass.
815 Superior Ave. N.E. (WTAM), Cleveland, Ohio
Merchandise Mart, (WMAQ-WENR), Chicago, Ill.
1619 Walnut St., (KYW), Philadelphia, Pa.
802 Fisher Building, Detroit, Mich.
111 Sutter St., San Francisco, Calif.
1 River Rd., (WGY), Schenectady, N. Y.
1625 California St. (KOA), Denver, Colo.
Sunset Blvd. & Vine St., Hollywood, Calif.

Go Places!
with
WCAP
1000-S-t-r-e-a-m-l-i-n-e-d-WATTS
(Daytime)
Pontiac, Michigan

RADIO CORPORATION OF AMERICA: RCA Bldg., New York City *Telephone: Columbus 5-5900*

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Edward J. Nally
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Lewis MacConnach, Secretary
Robert C. Proppe, Assistant Secretary

Subsidiary Companies and Officers

National Broadcasting Co. Inc., 30 Rockefeller Plaza, New York City. Telephone: Circle 7-8300. Board of Directors: James Rowland Angell, Cornelius N. Bliss, Arthur E. Geaun, Charles G. Dawes, Gano Dunn, Gen. James G. Harbord, Edward W. Harden, Lenox R. Lohr, Edward F. McGrady, DeWitt Millhauser, Edward J. Nally, David Sarnoff, George K. Throckmorton. Officers: David Sarnoff, chairman of board; Lenox R. Lohr, president; Niles Trammell, executive vice-president; A. L. Ashby, vice-president and general counsel; George Engles, vice-president, Artists Service Dept.; Don E. Gilman, vice-president in charge of Western Division; O. B. Hanson, vice-president and chief engineer; William S. Hedges, vice-president in charge of station relations; Frank E. Mason, vice-president and assistant to president; Alfred H. Morton, vice-president and manager of stations dept.; John F. Royal, vice-president in charge of programs; Frank M. Russell, vice-president in charge of Washington office; Roy C. Witmer, vice-president in charge of sales; Mark Woods, vice-president, treasurer and assistant secretary; R. J. Teichner, assistant treasurer; Lewis MacConnach, secretary; C. E. Pfautz, assistant secretary.

RCA Manufacturing Co. Inc., Camden, N. J. Telephone: Camden 8000. Board of Directors: Cornelius N. Bliss, Henry C. Bonfig, Arthur E. Braun, Gano Dunn, Hon. James G. Harbord, Edward W. Harden, Lenox R. Lohr, Edward F. McGrady, DeWitt Millhauser, Edward J. Nally, David Sarnoff, Robert Shannon, George K. Throckmorton. Officers: David Sarnoff, chairman of board; G. K. Throckmorton, president; Robert Shannon, executive vice-president; H. C. Bonfig, commercial vice-president; L. M. Clement, vice-president in charge of engineering; F. H. Corregan, vice-president and secretary; F. R. Deakins, vice-president, special products and foreign activities; T. F. Joyce, vice-president, advertising and publicity; N. A. Mears, vice-president, purchasing; L. B. Morris, vice-president and general counsel; J. M. Smith, vice-president in charge of Indianapolis office; F. B. Walker, vice-president, records, transcriptions and recordings; V. C. Woodcox, vice-president, package merchandise sales; R. B. Austrian, assistant vice-president, Theatre & Recording Division; M. F. Burns, assistant vice-president, Theatre & Recording Division; E. F. Haines, treasurer; R. M. Ryan, assistant treasurer; A. MacGillivray, assistant comptroller; F. H. Troup, assistant treasurer and assistant secretary; C. B. Myers, assistant secretary; C. E. Pfautz, assistant secretary; Frederick Leuschner, assistant secretary; Harry L. Sonimerer, manager of manufacturing; E. W. Ritter, manager, Harrison plant.

RCA Communications Inc., 66 Broad St., New York City. Telephone: Hanover 2-1829. Board of Directors: Cornelius N. Bliss, Manton Davis, Gen. James G. Harbord, Edward W. Harden, Edward F. McGrady, Edward J. Nally, David Sarnoff, Charles H. Taylor, William W. Winterbottom. Officers: Gen. James G. Harbord, chairman of board; David Sarnoff, president; William A. Winterbottom, vice-president and general manager; Charles H. Taylor, vice-president in charge of engineering; George F. Shecklin, vice-president; Arthur B. Tuttle, treasurer and assistant secretary; Lewis MacConnach, secretary; Laurence G. Hills, comptroller; Albert J. Grunow, assistant treasurer; Felix Schleenvoigt, assistant secretary.

Radiomarine Corporation of America, 75 Varick St., New York City. Telephone: Walker 5-3716. Board of Directors: George S. DeSousa, Willson Hurt, Charles B. Jolliffe, Frank E. Mullen, Charles J. Pannill, Otto S. Schairer, Frank W. Wozencraft. Officers: Charles J. Pannill, president; W. F. Aufenanger, assistant to the president; William F. Vogt, treasurer; H. F. Coulter, comptroller; Robert C. Proppe, secretary; C. E. Pfautz, assistant secretary; Charles A. Carney, assistant to comptroller.

RCA Institutes Inc., 75 Varick St., New York City. Telephone: Walker 5-2253. Board of Directors: George S. DeSousa, Gen. James G. Harbord, Frank E. Mullen, Charles J. Pannill, William A. Winterbottom. Officers: Gen. James G. Harbord, chairman of board; Charles J. Pannill, president; William F. Vogt, treasurer; Harry F. Coulter, comptroller; Lewis MacConnach, secretary; Robert C. Proppe, assistant secretary.

Foreign Offices

Radio Corporation of America, Electra House, Victoria Embankment, London WC-2, England. Telephone: Temple Bar 2976. Cable Address: Radiocorp London. European Manager: Bernhard Gardner.

RCA Communications Inc., South King St., Honolulu, Hawaii; George Street, superintendent. Insular Life Bldg., Manila, Philippine Islands; E. G. Baumgardner, superintendent. Maison Leger, Place Geffrard, Port-au-Prince, Haiti; Leslie F. Sherwood, superintendent. Ochoa Bldg., San Juan, Porto Rico; C. C. Henderson, superintendent.

Foreign Subsidiary Companies, RCA Mfg. Co.

RCA Victor Argentina, Bme. Mitre 1961, Buenos Aires, Argentina; R. V. Beshgetoor, managing director.

RCA Photophone of Australia Pty. Ltd., P & C Bldg., 221 Elizabeth St., Sydney, Australia; K. F. Fidden, managing director.

RCA Victor Brasileira, Inc., Caixa Postal 2726, Rio de Janeiro, Brazil; Paul A. Dana, managing director.

RCA Victor Company, Ltd., 976 La Casse St., Montreal, Canada; E. C. Grimley, president.

RCA Victor Chilena, S. A., Casilla 1407, Santiago, Chile; F. A. Moore, managing director.

RCA Victor Company of China, 356 Cr. Peking & Honan Road, Shanghai, China; E. M. Roberts, vice-president.

RCA Photophone Ltd., Electra House, Victoria Embankment, London, WC-2, England; Bernhard Gardner, managing director.

RCA Victor Mexicana, S. A., Calzada Villalongin 196, Mexico, D. F., Mexico; Carlos Touche, manager.

FCC Administrative Board

Formed Dec. 1, 1939, to Handle Routine Non-Policy Matters

Comprises

William J. Dempsey, *General Counsel*
E. K. Jett, *Chief Engineer*
T. J. Slowie, *Secretary*
William J. Norfleet, *Chief Accountant*

A Board, to be called "The Administrative Board", consisting of the General Counsel, Chief Engineer, Chief Accountant, and Secretary of the Commission is hereby designated to determine, order, certify, report or otherwise act upon the following matters; *provided*, however, that said Board may act in such matters only in accordance with established policies of the Commission; *provided further* that three members of said Board shall constitute a quorum:

(a) all applications for the Coastal, Coastal Harbor, Coastal Telephone, Marine Relay, Aviation, Emergency, and Miscellaneous services, except those falling under paragraphs (1), (2), and (3) of this Order;

(b) upon all radio matters of every character (except broadcast, and cases falling under paragraphs (1), (2) and (3) of this Order) within the Territory of Alaska;

(c) upon all applications for experimental authorizations except: Class II experimental stations to authorize experimentation directed toward the establishment of new services;

(d) upon all broadcast service applications as follows: for licenses following construction which comply with the construction permit; applications for construction permit and modification of construction permit involving only a change in equipment; applications for extensions of time within which to commence and complete construction; applications to install frequency control equipment; applications relating to auxiliary equipment; applications for authority to determine operating power of broadcast stations by direct measurement of antenna power; applications for modification of licenses involving only change of the name of the licensee, where the ownership or control is not affected; applications for construction permit or modification of license involving relocation locally of a studio, control point or transmitter site not involving any substantial change in service area; and applications for relay broadcast stations;

(e) upon all applications or requests for special temporary authorization other than those falling under paragraphs (1), (2), (3) or (5) of this Order;

(f) all applicants or requests for emergency and renewal exemptions from the provisions of Section 352(b) of the Act;

(g) upon all uncontested proceedings involved in:

(1) the issuance of certificates of convenience and necessity and the authorization of temporary or emergency wire service, as provided in Section 214 of the Act;

(2) applications from existing licensees for instruments of authorization for the Fixed Public or Fixed Public Press radio services, except applications involving (1) new points of communication, (2) changes in transmitter location other than local in character, (3) assignment of additional frequencies, or (4) involving change of policy by the Commission, or the establishment of a new type of service;

(h) upon requests for inspection of records under the provisions of Section 1.5(c) of the Commission's Rules of Practice and Procedure;

Actions taken by the Board shall be reported in writing each week to the Commission at its regular meeting.

All applications or requests for special temporary standard broadcast authorizations shall be referred to the Administrative Board which shall make appropriate recommendation thereon and refer the same to a Commissioner to be named by subsequent supplements to this Order, who is hereby designated to determine, order, report or otherwise act upon all such applications or requests in accordance with established policies of the Commission.

A Commissioner, to be named by subsequent supplements to this Order, is hereby designated to hear and determine, order, certify, report or otherwise act upon;

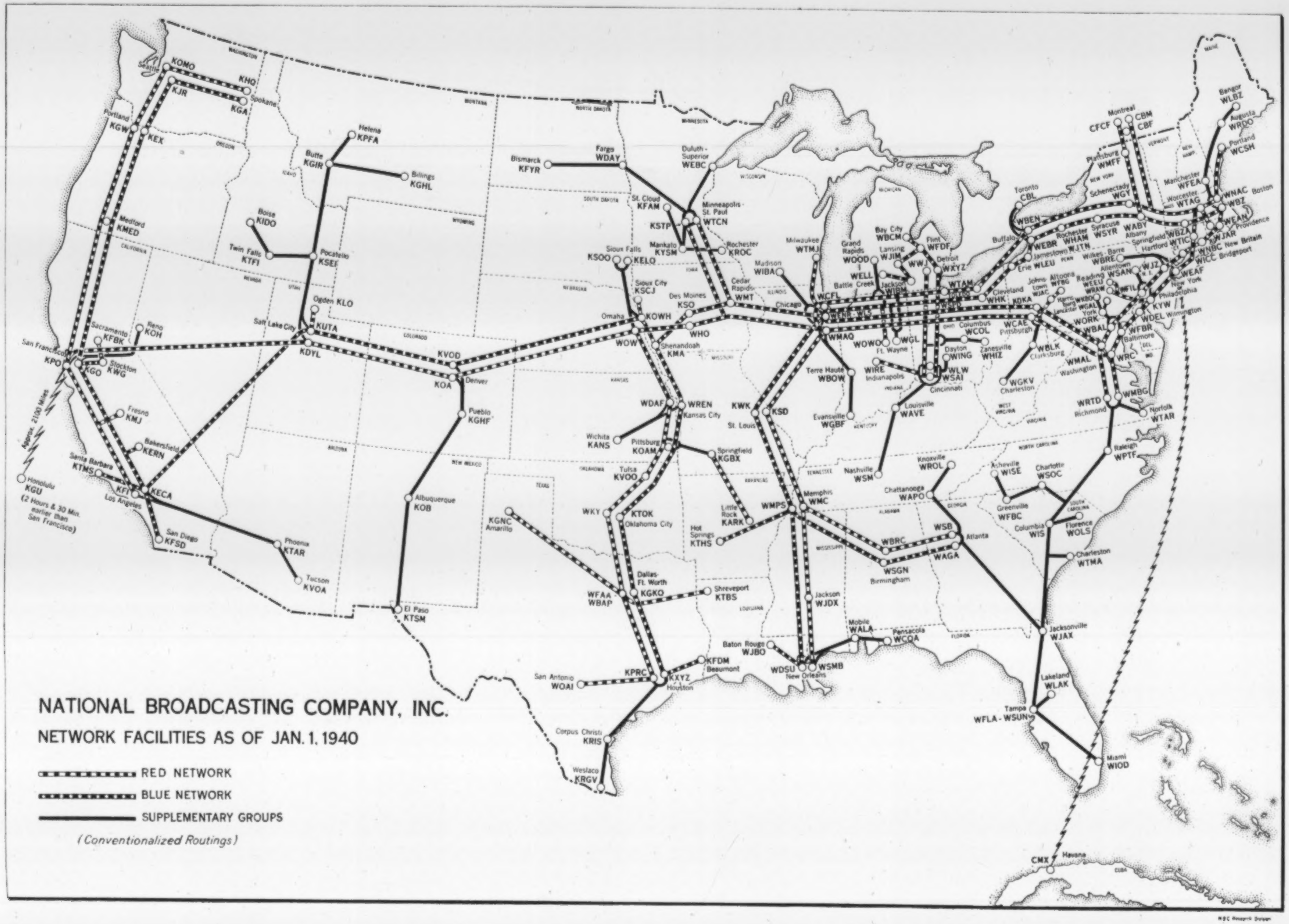
(a) except as otherwise ordered by the Commission, all motions, petitions or matters in cases designated for formal hearing, including motions for further hearing, excepting motions and petitions requesting final disposition of a case on its merits, those having the nature of an appeal to the Commission and those requesting change or modification of a final order made by the Commission; *provided*, however, that such matters shall be handled in accordance with the provisions of Sections 1.251 to 1.256, inclusive, of the Commission's Rules of Practice and Procedure;

(b) the designation pursuant to the provisions of Sections 1.231 to 1.232 of the Commission's Rules of Practice and Procedure of officers, other than Commissioners, to preside at hearings.

Any party affected by any order, decision, or report of any individual, board, or individual Commissioner, to whom authority is delegated under the provisions hereof, may file a petition for rehearing, as provided by Section 1.271 of the Commission's Rules of Practice and Procedure, before the Commission, and every such petition shall be passed upon by the Commission.

Map of Networks of the National Broadcasting Company

(As of January 1, 1940)


NATIONAL BROADCASTING COMPANY, INC.
NETWORK FACILITIES AS OF JAN. 1, 1940
RED NETWORK
BLUE NETWORK
SUPPLEMENTARY GROUPS
(Conventionalized Routings)
Honolulu KGU (2 Hours & 30 Min. earlier than San Francisco)
Approx. 2100 Miles
Seattle KOMO
KJR
Spokane KHQ
KGA
Portland KGW
KEX
Medford KMED
Sacramento KFBK
Reno KOH
San Francisco KPO
KGO
Stockton KWG
Fresno KMJ
Bakersfield KERN
Santa Barbara KTMS
KFI
Los Angeles KECA
San Diego KFSD
Phoenix KTAR
Tucson KVOA
Boise KIDO
Twin Falls KTFI
Pocatello KSEI
Butte KGIR
Helena KPFA
Billings KGHL
Ogden KLO
Salt Lake City KUTA
KDYL
KVOD
Denver KOA
Pueblo KGHF
Albuquerque KOB
El Paso KTSM
Bismarck KFYR
Fargo WDAY
Duluth-Superior WEBC
St. Cloud KFAM
Minneapolis-St. Paul WTCN
KSTP
Mankato KYSM
Rochester KROC
Sioux Falls KSOO
KELO
Sioux City KSCJ
Omaha KOWH
WOW
Des Moines KSO
WHO
Shenandoah KMA
Cedar Rapids WMT
WDAF
WREN
Kansas City
Wichita KANS
Pittsburg KOAM
Springfield KGBX
Tulsa KVOO
WKY
KTOK
Oklahoma City
KGNC Amarillo
Dallas-Ft. Worth KGKO
WFAA WBAP
Shreveport KTBS
San Antonio WOAI
KPRC
KXYZ Houston
KFDM Beaumont
Corpus Christi KRIS
Weslaco KRGV
Hot Springs KTHS
Little Rock KARK
KWK
St. Louis
KSD
Memphis WMC
WMPS
Jackson WJDX
Baton Rouge WJBO
WDSU
New Orleans
WSMB
Mobile WALA
Pensacola WCOA
Madison WIBA
Milwaukee WTMJ
Chicago
WCFL
WENR-WLS
WMAQ
Terre Haute WBOW
Evansville WGBF
Grand Rapids WOOD
WELL
Battle Creek
Jackson WIBM
Lansing WJIM
Bay City WBCM
Flint WFDF
WWJ
Detroit WXYZ
WTAM
Toledo
WSPD
WOWO
Ft. Wayne
WGL
WIRE
Indianapolis
Columbus WCOL
Dayton WING
Zanesville WHIZ
WLW
WSAI
Cincinnati
Louisville WAVE
Nashville WSM
Knoxville WROL
Chattanooga WAPO
WBRC
WSGN Birmingham
WSB
Atlanta
WAGA
Asheville WISE
Charlotte WSOC
Greenville WFBC
Columbia WIS
Florence WOLS
Charleston WTMA
Jacksonville WJAX
Lakeland WLAK
Tampa WFLA-WSUN
Miami WIOD
Havana CMX
Cleveland WHK
KDKA
WCAE Pittsburgh
WBLK Clarksburg
WGKV Charleston
Johnstown WJAC
Altoona WFBG
Harrisburg
Lancaster
WKBO
WGAL
York WORK
WBAL
WFBR Baltimore
WRC
WMAL Washington
WRTD Richmond
WMBG
Norfolk WTAR
Raleigh WPTF
Toronto CBL
Buffalo
WBEN
WEBR
Erie WLEU
Jamestown WJTN
Rochester WHAM
Syracuse WSYR
Schenectady WGY
WABY Albany
Plattsburg WMFF
Montreal CFCF
CBM
CBF
Wilkes-Barre WBRE
Reading WEEU
WRAW
Allentown WSAN
WFIL
Philadelphia
KYW
WJZ
WEAF
New York
WDEL Wilmington
Springfield WBZA
Hartford WTIC
WNBC New Britain
WICC Bridgeport
WJAR Providence
WEAN
Worcester WTAG
Manchester WFEA
WNAC
Boston
WBZ
Portland WCSH
Augusta WRDO
Bangor WLBZ
WASHINGTON
OREGON
CALIFORNIA
IDAHO
NEVADA
UTAH
ARIZONA
MONTANA
WYOMING
COLORADO
NEW MEXICO
NORTH DAKOTA
SOUTH DAKOTA
NEBRASKA
KANSAS
OKLAHOMA
TEXAS
MINNESOTA
IOWA
MISSOURI
ARKANSAS
LOUISIANA
WISCONSIN
ILLINOIS
MICHIGAN
INDIANA
OHIO
KENTUCKY
TENNESSEE
MISSISSIPPI
ALABAMA
GEORGIA
FLORIDA
SOUTH CAROLINA
NORTH CAROLINA
VIRGINIA
WEST VIRGINIA
PENN
NEW YORK
VERMONT
NEW HAMP.
MAINE
MASS
CT
R.I.
N.J.
DEL
MD
CUBA
NBC Research Dept.

CANADIAN BROADCASTING CORPORATION: EXECUTIVES and BRANCHES

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W. R. Mortimer, Ottawa, Canada, *Asst. to Treasurer*

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341 Church Street, Toronto

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George A. Taggart, *Asst. General Programme Supervisor*
Charles Jennings, *Supervisor of Programme Operations*
E. W. Jackson, *Supervisor of Traffic*
J. A. Leetham, *Office Manager*
J. Cole, *Accountant*
R. Lucas, *Supervisor of Drama*
T. W. Baker, *Supervisor of Programme Service*
R. T. Bowman, *Supervisor of Outside Broadcasts*
H. W. Morrison, *Supervisor of Talks*
D. W. Buchanan (Ottawa), *Supervisor of Public Affairs Broadcasts*
W. H. Brodie, *Supervisor of Broadcast Language*
C. R. Delafield, *Supervisor of Institution Broadcasts*
J. Frank Willis, *Supervisor of Feature Programmes*
I. J. W. Shugg, *Supervisor of Farm Broadcasts*
D. C. McArthur, *Supervisor of News Broadcasts*
H. E. S. Hamilton, *Technical Liaison Officer*

PRESS AND INFORMATION DEPARTMENT

1 Hayter Street, Toronto

E. A. Weir, *Supervisor*
S. A. Blangsted, *Assistant to Supervisor*

ENGINEERING DEPARTMENT

Keefer Building, Montreal

G. W. Olive, *Chief Engineer*
J. A. Ouimet, *General Supervising Engineer*
H. M. Smith, *Design and Construction Engineer*
K. A. McKinnon, *Transmission and Development Engineer*
H. F. Chevrier, *Coverage Statistics*
D. G. McKinstry, *Architect*
C. E. Stiles, *Purchasing Agent*

STATION RELATIONS DEPARTMENT

341 Church Street, Toronto

H. N. Stovin, *Supervisor*
D. M. Neill, *Asst. to Supervisor*
A. B. M. Bell, *Regulations and Policy*
C. Maclin, *Statistics of Programme Distribution*

COMMERCIAL DEPARTMENT

1 Hayter Street, Toronto

E. A. Weir, *Commercial Manager*
W. E. Powell, *Asst. Commercial Manager*
Edgar Stone, *Supervisor of Sales and Promotion*
Charles Shearer, *Sales Representative*
A. Barr, *Chief Accountant*
T. Odell, *Supervisor of Subsidiary Hookups*
A. J. Black, *Office Manager*
A. Dickson, *Network Booking Clerk*
C. Reynolds, *Spot Booking Clerk*

1231 St. Catherine Street W., Montreal

J. A. Dupont, *Commercial Manager—Quebec Division*
Miss H. Butler, *Asst. to Commercial Manager*
J. A. Desbaillets, *Chief Producer*

REGIONAL OFFICES

MARITIME REGION—Nova Scotian Hotel, Halifax, N. S.

George Young, *Regional Director*
W. J. O'Reilly, *Asst. to Regional Director*
J. A. Carlisle, *Regional Engineer, also in charge Station CBA, Sackville, N. B.*
L. A. Canning, *Halifax Studios—Chief Engineer*

QUEBEC REGION—Studios 1231 St. Catherine Street, W., Montreal

J. M. Beaudet, *Regional Director*
G. Arthur, *Asst. to Regional Director*
A. Goudrault, *Manager CBM and CBF*
L. Houle, *Press and Information Representative*
G. E. Sarault, *Regional Engineer*
E. D. Roberts, *Chief Operator, Montreal Studios*
L. L'Allier, *Engineer in charge CBF transmitter, Vercheres, P. Q.*
A. Seguin, *Manager Station CBV, Quebec, P. Q.*
C. Frenette, *Chief Operator Quebec Studios*
J. E. Pelland, *Chief Operator CBV transmitter*
V. Fortin, *Manager Station CBJ, Chicoutimi, P. Q.*

ONTARIO REGION—805 Davenport Road, Toronto

J. R. Radford, *Regional Director and Manager Stations CBL-CBY*
W. C. Little, *Regional Engineer*
E. C. Stewart, *Chief Operator, Toronto Studios*
D. C. McArthur, *Press and Information Representative*
Miss H. Ball, *Assistant to Press and Information Representative*
R. H. Gluns, *Regional Programme Compiler*
W. A. Shane, *Engineer in charge CBL transmitter, Hornby, Ont.*
P. Campbell, *Office Manager CBL-CBY*
W. Anderson, *Manager Station CBO, (Chateau Laurier Hotel, Ottawa, Canada)*
R. K. Anderson, *Chief Operator—Ottawa Studios*
H. Smith, *Chief Operator—CBO transmitter, Ottawa*
F. J. Garrod, *Chief Operator—Windsor Studios (Prince Edward Hotel)*
E. C. Finlay, *Chief Operator—Short Wave Receiving Station, Ottawa*

PRAIRIE REGION, (Manitoba, Saskatchewan and Alberta)
300 Manitoba Telephone Building, Winnipeg, Manitoba

D. Claringbull, *Regional Director*
R. Brophy, *Office Manager*
C. E. L'Ami, *Press and Information Representative*
R. D. Cahoon, *Chief Engineer, also in charge of Station CBK Watrous, Sask.*

BRITISH COLUMBIA REGION—Vancouver Hotel, Vancouver B. C.

I. Dilworth, *Regional Director*
R. H. Prissick, *Office Manager*
J. F. Scott, *Press and Information Representative*
N. R. Olding, *Regional Engineer*
F. B. C. Hilton, *Chief Operator—Vancouver Studios*
A. Staniforth, *Chief Operator—CBR transmitter*

UP UP UP UP UP UP...

Go Your Maritime Sales...

When You Use CFNB!

CFNB covers 65.47% of the total population of Canada's three Atlantic Coast provinces of New Brunswick, Nova Scotia and Prince Edward Island. Its alert merchandising service makes thousands of calls on retailers in the course of the year. You need CFNB to boost your Maritime sales during 1940.

Canadian Representatives: All-Canada Radio Facilities Ltd.
United States Representatives: Weed & Company

1000 Watts
550 KC.

CFNB

FREDERICTON
N. B.

THE VOICE OF THE MARITIMES

Owned and Operated by James S. Neill & Sons, Limited

With 100 Years of Successful Merchandising Experience

CBC
COVERS CANADA

CBC IN CANADA provides a complete Canadian radio service. With dominant key stations . . . each operating on a power of 50,000 watts . . . strategically located across Canada and linked up with other CBC and privately owned stations of wide range and influence . . . CBC gives a coverage ot 1,500,000 radio homes . . . extending from the Atlantic to the Pacific Ocean.

The CBC network assures Canadian Buyer Coverage. Broadcasting in Canada is a vital force and listening competition is at a minimum. Audiences are radio-minded. They feel the pulse of the world more consistently and with an intensity known in few other places. During both day and evening hours, listeners throughout the Dominion enjoy a wide variety of the finest entertainment through the CBC.

CANADIAN BROADCASTING CORPORATION

1 Hayter St., Toronto · COMMERCIAL DEPARTMENT · 1231 St. Catherine St. W., Montreal

CANADIAN BROADCASTING CORPORATION: RATES and AFFILIATES

Head Office: Victoria Bldg., Ottawa, Ontario

CBC NETWORK RATES

(*In Effect Jan.* 1, 1940)

The individual rates shown apply when stations are used in conjunction with CBC basic national or regional networks.

STATION RATES ONLY

(See Section III for Wire Line Rates.)

1a. Gross Rates 6.00 p.m. to 11.00 p.m. Local Time.

(Rates for periods longer than one hour are in exact proportion to the corresponding one-hour rates.)

MARITIME REGIONAL NETWORK

(Atlantic Standard Time)

	1 Hr.	½ Hr.	¼ Hr.
Sydney (CJCB)	$45.00	$27.00	$18.00
Halifax (CHNS)	50.00	30.00	20.00
Charlottetown (CFCY)	45.00	27.00	18.00
Sackville (CBA)	*	*	*
Moncton (CKCW)	25.00	15.00	10.00
Saint John (CHSJ)	35.00	21.00	14.00
Fredericton (CFNB)	45.00	27.00	18.00
Total for Group	$245.00	$147.00	$98.00

*Sackville must be included at temporary rate of $30.00.

QUEBEC REGIONAL NETWORK

(Eastern Standard Time)

New Carlisle (CHNC)	$45.00	$27.00	$18.00
Rimouski (CJBR)	50.00	30.00	20.00
Chicoutimi (CBJ)	25.00	15.00	10.00
Quebec (CBV)	70.00	42.00	28.00
Montreal (CBF-CBM) (See supplementary note)	325.00	195.00	130.00
Total for Group	$515.00	$309.00	$206.00

ONTARIO REGIONAL NETWORK

(Eastern Standard Time)

Ottawa (CBO)	$80.00	$48.00	$32.00
Kingston (CFRC)	25.00	15.00	10.00
Toronto (CBL)	300.00	180.00	120.00
Windsor (CKLW)	160.00	96.00	64.00
Sudbury (CKSO)	50.00	30.00	20.00
North Bay (CFCH)	25.00	15.00	10.00
Kirkland Lake (CJKL)	40.00	24.00	16.00
Timmins (CKGB)	40.00	24.00	16.00
Fort William (CKPR)	45.00	27.00	18.00
Total for Group	$765.00	$459.00	$306.00

PRAIRIE REGIONAL NETWORK

(Central Standard Time)

Winnipeg (CKY)	$120.00	$72.00	$48.00
Brandon (CKX)	33.00	20.00	13.00
	(Mountain Standard Time)		
Regina (CKCK)	70.00	42.00	28.00
Watrous (CBK)	*	*	*
Moose Jaw (CHAB)	25.00	15.00	10.00
Saskatoon (CFQC)	60.00	36.00	24.00
Prince Albert (CKBI)	30.00	18.00	12.00
Edmonton (CJCA)	80.00	48.00	32.00
Calgary (CFAC)	80.00	48.00	32.00
Lethbridge (CJOC)	30.00	18.00	12.00
Total for Group	$528.00	$317.00	$211.00

*CBK must be included at temporary rate of $30.00.

BRITISH COLUMBIA REGIONAL NETWORK

(Pacific Standard Time)

Kamloops(CFJC)	$30.00	$18.00	$12.00
Kelowna (CKOV)	35.00	21.00	14.00
Trail (CJAT)	35.00	21.00	14.00
Vancouver (CBR)	120.00	72.00	48.00
	220.00	132.00	88.00
Totals for National Service. (34 outlets)	$2,273.00	$1,364.00	$909.00

*(CBA and CBK additional)

SUPPLEMENTARY NOTE

1. When only one Montreal station is included in Quebec Region the following rates apply:

2. CBF	$250.00	$150.00	$100.00
CBM	150.00	90.00	60.00

3. Announcements are made in French on programs transmitted from CBF (French outlet); no charge made to sponsor for translation of continuity. CBM—English Outlet.

4. Supplementary station rates available on application.

1b. 60% Gross Rates apply after 11.00 p.m. and before 6.00 p.m. Local Time. (between 12.00 noon and 6.00 p.m. local time Sunday 75% of the gross rates apply.)

II. DISCOUNTS

a. Frequency discount on Gross Station Rates for number of periods under contract within 12 months.

Less than 13 times	Net
13 to 25	5%
26 to 51	10%
52 and over (Maximum allowed)	15%

b. Regional discount after frequency discount deducted applicable to contracts for 13 or more consecutive periods.

1 Region	5%
2 Regions	10%
3 Regions	15%
4 Regions	20%
5 Regions (The National Network)	25%

III. WIRE LINE RATES

a. Region	1 Hr.	¾ Hr.	½ Hr.	¼ Hr.
Maritime	$53	$50	$46	$38
Quebec	56	52	48	40
Ontario	89	82	75	62
Prairie	91	84	78	65
British Columbia	56	52	48	40
Total Line Cost	$345	$320	$295	$245

b. Above line rates apply when programs are supplied to the national network or to individual regions providing point of program pickup is within such region. A special line charge is made when point of program pickup does not conform to the above conditions, and where additional facilities are required.

c. Wire line costs listed, applicable to day or evening periods.

d. Wire line costs are net per occasion; subject to 15% agency commission only.

e. Wire line costs for periods longer than one hour available on application.

IV. COMMISSIONS AND CASH DISCOUNTS

a. Gross billing after deduction of percentage discounts, if any, on station rates and on net wire rates shall be subject to an advertising agency commission of 15%.

b. No commission on program charges.

c. No cash discounts—bills due and payable when rendered.

V. TERMS OF USE

a. No contract accepted for less than one occasion per week for thirteen consecutive weeks—except in case of SPECIAL EVENTS.

b. Minimum period accepted is fifteen minutes. No periods are sold in bulk for re-sale.

c. All contracts are accepted subject to the Broadcasting Act, Broadcasting Regulations and approval of the Canadian Broadcasting Corporation.

d. Rates quoted herein Subject to Change Without Notice.

STATIONS TAKING CBC SUSTAINING SERVICE

City	Station	Kilocycles
Atlantic Standard Time		
Sydney, N. S.	CJCX	6010
Sydney, N. S.	CJCB*	1240
Halifax, N. S.	CHNS*	930
Halifax, N. S.	CHNX	6130
Yarmouth, N. S.	CJLS*	1310
Charlottetown, P. E. I.	CFCY*	630
Summerside, P. E. I.	CHGS	1450
Sackville, N. B.	CBA*	1050
Moncton, N. B.	CKCW*	1370
Fredericton, N. B.	CFNB*	550
Saint John, N. B.	CHSJ*	1120
Eastern Standard Time		
Quebec, P. Q.	CKCV	1310
Sherbrooke, P. Q.	CHLT	1210
Montreal, P. Q.	CFCF	600
Montreal, P. Q.	CHLP	1120
Montreal, P. Q.	CBM*	960
Rouyn, P. Q.	CKRN	1370
Ottawa, Ont.	CBO*	880
Ottawa, Ont.	CKCO	1010
Kingston, Ont.	CFRC*	1510
Toronto, Ont.	CBL*	840
Toronto, Ont.	CBY	1420
Toronto, Ont.	CKCL	580
Hamilton, Ont.	CKOC	1120
Hamilton, Ont.	CHML	1010
St. Catharines, Ont.	CKTB	1200
London, Ont.	CFPL	730
Chatham, Ont.	CFCO	630
Windsor, Ont.	CKLW*	1030
North Bay, Ont.	CFCH*	930
Kirkland Lake, Ont.	CJKL*	560
Timmins, Ont.	CKGB*	1440
Sudbury, Ont.	CKSO*	780
Fort William Ont.	CKPR*	580
Sault Ste. Marie, Ont.	CJIC	1500
Kenora, Ont.	CKCA	1420
Central Standard Time		
Winnipeg, Man.	CKY*	910
Winnipeg, Man.	CJRC	630
Winnipeg, Man.	CJRO	6150
Winnipeg, Man.	CJRX	11720
Brandon, Man.	CKX*	1120
Yorkton, Sask.	CJGX	1430
Mountain Standard Time		
Watrous, Sask.	CBK*	540
Regina, Sask.	CKCK*	1010
Regina, Sask.	CJRM	950
Moose Jaw, Sask.	CHAB*	1200
Saskatoon, Sask.	CFQC*	600
Prince Albert, Sask.	CKBI*	1210
Calgary, Alta.	CFAC*	930
Calgary, Alta.	CJCJ	690
Calgary, Alta.	CFCN	1030
Edmonton, Alta.	CJCA*	730
Edmonton, Alta.	CFRN	960
Edmonton, Alta.	CKUA	580
Lethbridge, Alta.	CJOC*	1210
Pacific Standard Time		
Trail, B. C.	CJAT*	910
Kelowna, B. C.	CKOV*	630
Kamloops, B. C.	CFJC*	880
Nelson, B. C.	CKLN	1420
Chilliwack, B. C.	CHWK	780
Vancouver, B. C.	CBR*	1100
Vancouver, B. C.	CKWX	1010
Vancouver, B. C.	CKMO	1410
Vancouver, B. C.	CJOR	600

FRENCH NETWORK STATIONS

Atlantic Standard Time		
New Carlisle, P. Q.	CHNC*	610
Eastern Standard Time		
Rimouski, P. Q.	CJBR*	1030
Chicoutimi, P. Q.	CBJ*	1120
Quebec, P. Q.	CBV*	950
Quebec, P. Q.	CHRC	580
Montreal, P. Q.	CBF*	910
Hull, P. Q.	CKCH	1210

NATIONAL NETWORK SUBDIVISIONS

EASTERN	Maritime Provinces, Quebec and Ontario Stations.
MARITIME	Nova Scotia, New Brunswick and Prince Edward Island Stations.
MIDEAST	Ontario and Quebec Stations.
WESTERN	Stations in Winnipeg and West.
CENTRAL	Stations in Central Time Zone.
MIDWEST	Manitoba, Saskatchewan and Alberta Stations.
MOUNTAIN	Stations in Mountain Time Zone.
PACIFIC	Stations in Pacific Zones.

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*Affiliated stations on Corporation Network. Certain hours are reserved by these stations for Corporation programs. With the other stations use of Corporation programs optional.

Daily listing show the stations to which programs are available. At points where more than one station uses Corporation programs the daily schedule will designate the station to which each program is available.

Stations whose call letters begin with "CB" are owned and operated by the Canadian Broadcasting Corporation.

TRAIL BLAZING IN CANADA . . . . .

Authorized by the Canadian Association of Broadcasters to book time and produce commercial programs on both CBC and private Canadian Stations from coast-to-coast, METROPOLITAN BROADCASTING SERVICE Ltd. has been breaking new trails in Canadian radio since 1930. In that time METROPOLITAN BROADCASTING SERVICE has given repeated proof of its ability to originate and produce programs that "ring the bell" at Canadian cash registers.

American and Canadian advertising agencies availing themselves of METROPOLITAN BROADCASTING'S all-round radio service enjoy all the advantages of an efficient and experienced radio department at very moderate cost. Services include:

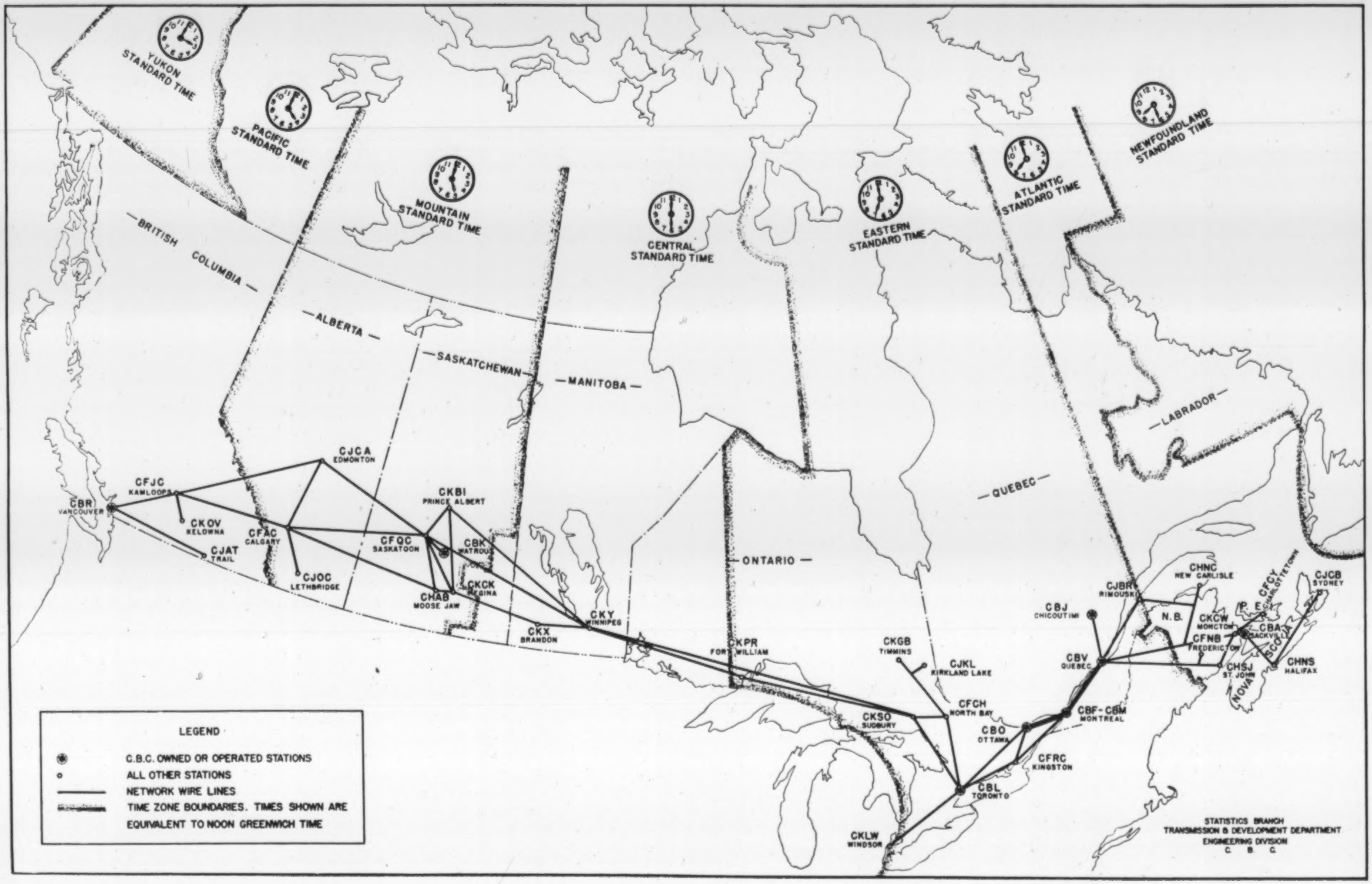
RADIO TIME PLACEMENT PROGRAM PLANS & PRODUCTION
ACOUSTICORRECT RECORDING STUDIOS
COMMERCIAL SCRIPTS TRANSCRIPTIONS DRAMATIZED ANNOUNCEMENTS
TALENT BOOKING FOR RADIO & STAGE

Your inquiries about any aspect of Canadian radio, recording or entertainment are invited by Canada's most complete radio advertising service . . . .

METROPOLITAN BROADCASTING SERVICE LTD.
KENNETH D. SOBLE, Pres. Toronto, Canada DUNDAS SQUARE

Map of Networks of Canadian Broadcasting Corporation

(As of January 1, 1940)


YUKON STANDARD TIME
PACIFIC STANDARD TIME
MOUNTAIN STANDARD TIME
CENTRAL STANDARD TIME
EASTERN STANDARD TIME
ATLANTIC STANDARD TIME
NEWFOUNDLAND STANDARD TIME
BRITISH COLUMBIA
ALBERTA
SASKATCHEWAN
MANITOBA
ONTARIO
QUEBEC
LABRADOR
N. B.
P. E. I.
NOVA SCOTIA
CBR VANCOUVER
CFJC KAMLOOPS
CKOV KELOWNA
CJAT TRAIL
CFAC CALGARY
CJOC LETHBRIDGE
CJCA EDMONTON
CFQC SASKATOON
CKBI PRINCE ALBERT
CBK WATROUS
CHAB MOOSE JAW
CKCK REGINA
CKX BRANDON
CKY WINNIPEG
CKPR FORT WILLIAM
CKGB TIMMINS
CJKL KIRKLAND LAKE
CFCH NORTH BAY
CKSO SUDBURY
CBO OTTAWA
CFRC KINGSTON
CBL TORONTO
CKLW WINDSOR
CBF-CBM MONTREAL
CBV QUEBEC
CBJ CHICOUTIMI
CJBR RIMOUSKI
CHNC NEW CARLISLE
CKCW MONCTON
CFNB FREDERICTON
CHSJ ST. JOHN
CBA SACKVILLE
CFCY CHARLOTTETOWN
CHNS HALIFAX
CJCB SYDNEY
LEGEND
C.B.C. OWNED OR OPERATED STATIONS
ALL OTHER STATIONS
NETWORK WIRE LINES
TIME ZONE BOUNDARIES. TIMES SHOWN ARE EQUIVALENT TO NOON GREENWICH TIME
STATISTICS BRANCH
TRANSMISSION & DEVELOPMENT DEPARTMENT
ENGINEERING DIVISION
C. B. C.

Regional Networks and Group Operated Stations

(For rates and details, consult headquarters indicated)

ALABAMA NETWORK Comprising WSGN, Birmingham; WSFA, Montgomery; WJBY, Gadsden; WMSL, Decatur; WJRD, Tuscaloosa. Officers: Henry P. Johnston, WSGN, president; Bascom H. Hopson, WJBY, secretary-treasurer; Howard Pill, WSFA, vice-president. Represented nationally by Headley-Reed Co.

AMERICAN BROADCASTING Co.—Comprising WOV, New York; WPEN, Philadelphia; WCOP, Boston; WELI, New Haven; WNBC, New Britain. General manager: H. A. Lafount, WOV, New York.

ARIZONA BROADCASTING Co. (ABC) NETWORK—Comprising KTAR, Phoenix, and KVOA, Tucson, as primary stations, with the following supplementary: KWJB, Globe; KCRJ, Jerome; KUMA, Yuma. Executive officers: R. B. Williams, KVOA, president; Dick Lewis, KTAR, manager; J. R. Heath, KTAR, commercial manager; K. M. Pennington, KTAR, promotion manager. Represented nationally by Paul H. Raymer Co.

ARIZONA NETWORK—Comprising KOY, Phoenix; KTUC, Tucson; KSUN, Lowell. Available as a regional network. Represented nationally by John Blair & Co. Executive officers: Fred A. Palmer, KOY; Ben Roush, KTUC; Carl Morris, KSUN.

ARKANSAS NETWORK—Comprising KARK, Little Rock; KCMC, Texarkana; KUOA, Siloam Springs; KELD, El Dorado; KOTN, Pine Bluff; KFPW, Fort Smith; KBTM, Jonesboro. Hookup used on special occasions, or for political broadcasts, paid for at station rates plus line charges.

ARROWHEAD NETWORK—Comprising WEBC, Duluth, Minn.; WMFG, Hibbing, Minn.; WHLB, Virginia, Minn. Available as a hookup. Represented nationally by Hollingbery & Co. Headquarters: WEBC, Duluth. Executive officers: Walter C. Bridges, WEBC, manager; Thomas Gavin, sales manager.

CALIFORNIA RADIO SYSTEM—Comprising KFWB, Hollywood; KSAN, San Francisco; KFBK, Sacramento; KMJ, Fresno; KWG, Stockton; KERN, Bakersfield; KFOX, Long Beach; KTMS, Santa Barbara; KFSD, San Diego. President: Guy C. Hamilton, KFBK. Vice-president and general manager: Howard Lane, KFBK. Represented nationally by Paul H. Raymer Co.

CBS OWNED AND OPERATED STATIONS Owned: WABC, New York; WJSV, Washington; WBT, Charlotte; KMOX, St. Louis; KNX, Los Angeles; WBBM, Chicago; WCCO, Minneapolis. *Leased*: WEEI, Boston. All members of CBS network; all represented nationally by Radio Sales Inc.

CENTRAL STATES BROADCASTING SYSTEM—Comprising KOIL, Omaha-Council Bluffs; KFAB, Lincoln, Neb.; KFOR, Lincoln. Available as a hookup. Represented nationally by The Katz Agency. Headquarters: KOIL. Director: Don Searle, KOIL.

COLONIAL NETWORK—Comprising WAAB, Boston; WEAN, Providence; WICC, Bridgeport, Conn.; WSAR, Fall River, Mass.; WSPR, Springfield, Mass.; WLBZ, Bangor, Me.; WFEA, Manchester, N. H.; WNBH, New Bedford, Mass.; WTHT, Hartford, Conn.; WLLH, Lowell, Mass.; WATR, Waterbury, Conn.; WLNH, Laconia, N. H.; WRDO, Augusta, Me.; WNLC, New London, Conn.; WHAI, Greenfield, Mass.; WCOU, Lewiston, Me.; WBRK, Pittsfield, Mass.; WSYB, Rutland, Vt. Available as a regional network and as adjunct of the Mutual Broadcasting System. Available also with WOR or WHN, New York City. Represented nationally by Edward Petry & Co. Headquarters: 21 Brookline Ave., Boston. President: John Shepard 3rd.

CORN BELT WIRELESS REBROADCASTING SERVICE—This is a service for rebroadcasting WHO studio programs without the use of lines by other stations located within 225 miles of Des Moines. Basic stations are WHO, Des Moines; WOC, Davenport, and KMA, Shenandoah, to which advertisers may add any stations on which the same time can be cleared in Peoria, Topeka, Omaha, Kansas City, Columbia, Mason City, Sioux City, Rochester, Dubuque or St. Joseph. Rate is a combination of the spot broadcasting rate of each station used without any charge for lines. Contracts are made direct with individual stations as this is not an organized network but provides for exchange of programs and intensive regional coverage. Director: J. O. Maland, WHO, sales manager; Hale Bondurant, WHO. National representatives: Free & Peters Inc.

THE COWLES STATIONS—Comprising KSO and KRNT, Des Moines; WMT, Cedar Rapids-Waterloo; KFNF, Shenandoah; WNAX, Yankton, S. D. Available as a regional network. Represented nationally by the Katz Agency. Headquarters: Any station. Executive officers: Gardner Cowles Jr., president; Luther L. Hill, vice-president and general manager; John Cowles, vice-president; Sumner Quarton, vice-president; Craig Lawrence, commercial manager; Ted Enns, national sales manager.

DON LEE BROADCASTING SYSTEM—*Southern California*: KHJ, Los Angeles; KGB, San Diego; KDB, Santa Barbara; KFXM, San Bernardino; KPMC, Bakersfield; KVOE, Santa Ana; KXO, El Centro; KVEC, San Luis Obispo. *Northern California*: KFRC, San Francisco; KQW, San Jose; KDON, Monterey; KIEM, Eureka; KHSL, Chico; KVCV, Redding; KTKC, Visalia; KYOS, Merced. *Northwest (Oregon)*: KALE, Portland; KRNR, Roseburg; KSLM, Salem; KORE, Eugene; KOOS, Marshfield. *Northwest (Washington)*: KOL, Seattle; KMO, Tacoma; KIT, Yakima; KPQ, Wenatchee; KVOS, Bellingham; KXRO, Aberdeen; KGY, Olympia; KELA, Centralia; KRKO, Everett; KWLK, Longview; Spokane by special arrangement. Available in groups or in whole; also as part of Mutual Broadcasting System. Represented nationally by John Blair & Co. Headquarters: KHJ, Los Angeles, or KFRC, San Francisco. Executive officers: Lewis Allen Weiss, vice-president and general manager; Wilbur Eickelberg, general sales manager.

GEORGIA BROADCASTING SYSTEM—Operates jointly owned WRBL, Columbus; WATL, Atlanta; WGPC, Albany. Available at joint rates and as a hookup. Headquarters: WRBL, Columbus. Officers: J. W. Woodruff, president; J. W. Woodruff Jr., vice-president, secretary and treasurer. Represented nationally by Sears & Ayer.

GEORGIA MAJOR MARKET TRIO—Not operated as network but offers joint rates, comprising WGST, Atlanta; WTOC, Savannah; WMAZ, Macon. Represented nationally by the Katz Agency.

HEARST RADIO Inc.—Stations operated by Hearst interests but not linked as a network: WBAL, Baltimore; WCAE, Pittsburgh; WINS, New York City; WISN, Milwaukee; KYA, San Francisco. Headquarters: 20 E. 57th St., New York City. Represented nationally by International Radio Sales, New York.

INTERCITY BROADCASTING SYSTEM—Comprising WMCA, New York; WIP, Philadelphia, and WILM, Wilmington, Del.; WCBM, Baltimore; WOL, Washington; WPRO, Providence; WMEX, Boston; WGAL, Lancaster, Pa.; WORK, York, Pa.; WKBO, Harrisburg, Pa. Available as a network. Headquarters: WMCA, New York. Executive officers: Donald Flamm, president; Donald S. Shaw, vice-president and general manager; William Weisman, vice-president and counsel; Sidney J. Flamm, assistant to president; Charles Stark, sales manager. Represented in Chicago area by J. M. Ward, 360 N. Michigan Ave., Chicago.

LONE STAR CHAIN—Texas regional network comprising KGKO, Fort Worth; KGNC, Amarillo; KRGV, Weslaco; KTSA, San Antonio; KXYZ, Houston; KRIS, Corpus Christi. Headquarters: KGKO, Fort Worth. Operating Committee: Harold Hough, KGKO, chairman; Tilford Jones, KXYZ-KRIS; O. L. Taylor, KTSA-KGNC-KRGV. Manager of Dallas office: Sam V. Bennett.

LOUISIANA NETWORK—Comprising WDSU, New Orleans; WJBO, Baton Rouge; KRMD, Shreveport; KMLB, Monroe; KPLC, Lake Charles; KALB, Alexandria; KVOL, Lafayette. Available as a hookup. Director: H. Vernon Anderson, WJBO, Baton Rouge.

MASON-DIXON RADIO GROUP—Regional network comprising WDEL and WILM, Wilmington, Del.; WORK, York, Pa.; WGAL, Lancaster, Pa.; WAZL, Hazleton, Pa.; WEST, Easton, Pa.; WKBO, Harrisburg, Pa. Represented nationally by Paul H. Raymer Co. Headquarters: WGAL, Lancaster. General Manager: Clair R. McCollough.

McCLATCHY BROADCASTING SYSTEM—Stations controlled by McClatchy newspaper interests (see California Radio System for network data): KFBK, Sacramento; KMJ, Fresno; KWG, Stockton; KERN, Bakersfield; KOH, Reno, Nev. Headquarters: KFBK, Sacramento. Executive officers: Guy C. Hamilton, president; Howard Lane, manager.

MICHIGAN RADIO NETWORK—Comprising WXYZ, Detroit; WBCM, Bay City; WFDF, Flint; WJIM, Lansing; WIBM, Jackson; WKZO, Kalamazoo; WELL, Battle Creek; WOOD-WASH, Grand Rapids. Available as a regional network and also sold as a unit of NBC. Headquarters: Stroh Bldg., Detroit. Executives: George W. Trendle, president; H. Allen Campbell, general manager and treasurer; Harry Sutton Jr., commercial manager; Charles C. Hicks, advertising and sales promotion manager; James G Riddell, traffic manager. Represented nationally by Paul H. Raymer Co.

MINNESOTA RADIO NETWORK—Comprising KSTP, St. Paul; KROC, Rochester; KYSM, Mankato; KFAM, St. Cloud. Available as regional network or as unit of NBC Red and Blue networks. Headquarters: Station KSTP, Hotel St. Paul, St. Paul. Officials: Stanley E. Hubbard, vice-president and general manager; Kenneth M. Hance, vice-president and treasurer. Ray C. Jenkins, sales manager. Represented nationally by Edw. Petry & Co.

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MISSOURI - ILLINOIS BROADCASTING SYSTEM—Comprising KWK, St. Louis; KWOS, Jefferson City, Mo.; WTAX, Springfield, Mo.; WSOY, Decatur, Ill. Available as a hookup. Headquarters: KWK, St. Louis. General Manager: Robert Convey, KWK. Sales Manager: V. E. Carmichael, KWK.

MISSOURI TRIANGLE Comprising KWTO and KGBX, Springfield; KCMO, Kansas City; WTMV, East St. Louis, Ill. Not operated as network but available at group rates. Stations represented by Howard H. Wilson Co. Headquarters: KWTO-KGBX, Springfield. Director: Lester E. Cox.

NBC OWNED AND MANAGED STATIONS—*Owned*: WEAF and WJZ, New York; WRC, Washington; WMAQ and WENR, Chicago; WTAM, Cleveland; KPO, San Francisco. *Leased*: WMAL, Washington. *Managed for General Electric Co.*: WGY, Schenectady; KOA, Denver; KGO, San Francisco. *Managed for Westinghouse Electric & Mfg. Co.*: WBZ, Boston; WBZA, Springfield, Mass.; KDKA, Pittsburgh; KYW, Philadelphia. All members of NBC networks; all represented nationally by NBC Local Sales.

NEW YORK BROADCASTING SYSTEM Inc.—Comprising WABY, Albany; WIBX, Utica; WSYR, Syracuse; WMBO, Auburn; WSAY, Rochester; WKBW-WGR, Buffalo; WJTN, Jamestown; WINS, New York, or any other independent New York City station as selected by advertiser. Headquarters: 20 East 57th St., New York, N. Y. Telephone: Plaza 8-3355. Vice-President and General Manager: Carl Calman. Represented nationally by International Radio Sales.

NORTHERN CALIFORNIA BROADCASTING SYSTEM—Comprising KJBS, San Francisco; KQW, San Jose. Available as a hookup. Headquarters: 1470 Pine St., San Francisco. President: Ralph R. Brunton. General Manager: C. L. McCarthy.

NORTH CENTRAL BROADCASTING SYSTEM Inc.—A regional network comprising WTCN, Minneapolis - St. Paul, Minn.; WDSM, Superior, Wis.; KATE, Albert Lea, Minn.; KWNO, Winona, Minn.; KVOX, Moorhead, Minn.; KGDE, Fergus Falls, Minn.; KDLR, Devils Lake, N. D.; KRMC, Jamestown, N. D.; KGCU, Mandan, N. D.; KLPM, Minot, N. D.; KOVC, Valley City, N. D.; KABR, Aberdeen, S. D.; WSAU, Wausau, Wis.; WHDF, Calumet, Mich.; WJMS, Ironwood, Mich.; WDMJ, Marquette, Mich. Outlets in other regional cities available on order. New York Office: 570 Lexington Ave. Headquarters: Empire Bank Bldg., St. Paul, Minn. Officers: John W. Boler, president, secretary and general manager; Howard S. Johnson, vice-president; David C. Shepard II, treasurer.

OKLAHOMA NETWORK Inc.—Comprising KTOK, Oklahoma City; KOME, Tulsa; KCRC, Enid; KBIX, Muskogee; KGFF, Shawnee; KADA, Ada. Available as a regional network. Headquarters: 1800 W. Main St., Oklahoma City. Officers: Ross Porter, KGFF, Shawnee, president; Tams Bixby Jr., KBIX, Muskogee, vice-president; Kenyon M. Douglas, KTOK, Oklahoma City, secretary-treasurer and managing director; Tom Johnson, commercial manager. Represented nationally by Burn-Smith Co.

PACIFIC BROADCASTING Co.—Affiliated with Don Lee Broadcasting System. *Washington outlets*: KOL, Seattle; KMO, Tacoma; KXRO, Aberdeen; KVOS, Bellingham; KELA, Centralia; KRKO, Everett; KGY, Olympia; KIT, Yakima; KPQ, Wenatchee; KWLK, Longview. *Oregon outlets*: KORE, Eugene; KOOS, Marshfield; KALE, Portland; KRNR, Roseburg; KSLM, Salem. Represented nationally by John Blair & Co. General Manager: Carl E. Haymond, KMO, Tacoma.

QUAKER NETWORK—Pennsylvania regional hookup comprising WFIL, Philadelphia; WRAW, Reading; WSAN, Allentown; WEST, Easton; WORK, York; WAZL, Hazelton; WGAL, Lancaster; WGBI, Scranton; WBRE, Wilkes-Barre; WKBO, Harrisburg; WKOK, Sunbury; WRAK, Williamsport; WFBG, Altoona; WJAC, Johnstown; WLEU, Erie; WWSW, Pittsburgh; WTBO, Cumberland, Md., added as ordered. Headquarters: WFIL, Philadelphia. General Manager: Roger W. Clipp.

SCRIPPS-HOWARD RADIO Inc.—Stations operated under Scripps-Howard control but not linked as network: WNOX, Knoxville, Tenn.; WCPO, Cincinnati; WMC, Memphis; WMPS, Memphis. Headquarters: 230 Park Ave., New York City. President: Jack Howard.

SOUTHERN NETWORK—Comprising WKRC, Cincinnati; WSIX, Nashville; WMPS, Memphis; WATL, Atlanta; WLAP, Lexington, Ky.; WCMI, Ashland, Ky.; WGRC, New Albany-Louisville. Available as hookup and as units of Mutual Broadcasting System in combinations stated on rate card available on request from any station.

SUNFLOWER NETWORK—Comprising WHB, Kansas City, and KTSW, Emporia, Kan., and hooked up with Mutual Broadcasting System. (In process of organization as *Yearbook* went to press.)

TEXAS QUALITY NETWORK—Comprising WFAA, Dallas; WBAP, Fort Worth; WOAI, San Antonio; KPRC, Houston. Available as a cooperative regional network. Represented nationally by Edward Petry & Co. Headquarters: Any station, each acting as sales office. Directors: Martin Campbell, WFAA; Harold Hough, WBAP; Hugh A. L. Halff, WOAI; Kern Tips, KPRC.

TEXAS STATE NETWORK—Comprising KFJZ, Fort Worth; WRR, Dallas; KABC, San Antonio; KBST, Big Spring; KGKL, San Angelo; KRBC, Abilene; KPLT, Paris; KRRV, Sherman; KCMC, Texarkana; WACO, Waco; KTEM, Temple; KNOW, Austin; KWFT, Wichita Falls; KVWC, Vernon; KRLH, Midland. Represented nationally by Texas State Network, 630 Fifth Ave., New York, and 400 N. Michigan Ave., Chicago. Executive Officer: Elliott Roosevelt, president. Headquarters: 1201 W. Lancaster, Fort Worth.

TRI-STATE NETWORK—Comprising WMC, Memphis; KARK, Little Rock; KWKH-KTBS, Shreveport. Special hookup available at combined national rates of each station; no line charges. Headquarters, each station.

WEST VIRGINIA NETWORK—Comprising WCHS, Charleston; WBLK, Clarksburg; WPAR, Parkersburg; WSAZ, Huntington. Available as a regional network. Headquarters: WCHS, Charleston. Officials: John A. Kennedy, president and general manager; Howard L. Chernoff, assistant general manager. Represented nationally by the Branham Co.

YANKEE NETWORK—Comprising WNAC, Boston; WNLC, New London, Conn.; WTIC, Hartford; WEAN, Providence; WTAG, Worcester; WICC, Bridgeport, Conn.; WCSH, Portland, Me.; WLBZ, Bangor, Me.; WCOU, Lewiston, Me.; WFEA, Manchester, N. H.; WSAR, Fall River, Mass.; WNBH, New Bedford, Mass.; WLLH, Lowell, Mass.; WLNH, Laconia, N. H.; WRDO, Augusta, Me.; WHAI, Greenfield, Mass.; WBRK, Pittsfield, Mass.; WSYB, Rutland, Vt. Available also with WOR or WHN, New York City. Represented nationally by Edward Petry & Co. Headquarters: 21 Brookline Ave., Boston. President: John Shepard 3rd.

Z-BAR NETWORK—Comprising KGIR, Butte, Mont.; KPFA, Helena, Mont.; KRBM, Bozeman, Mont. Available as a hookup. Represented nationally by Furgason & Walker Co. Managing Director: Ed Craney, KGIR.

CANADIAN GROUPS

CANADIAN BROADCASTING CORP. OWNED AND MANAGED STATIONS—*Owned*: CBA, Sackville, N. B.; CBV, Quebec; CBF, Montreal; CBO, Ottawa; CBL and CBY, Toronto; CBK, Watrous, Sask.; CBR, Vancouver. Leased: CBM, Montreal; CBJ, Chicoutimi, Que. All members of CBC networks; all represented nationally by CBC commercial department, Toronto and Montreal.

FOOTHILLS GROUP—Comprising CFAC, Calgary; CJCA, Edmonton; CJOC, Lethbridge; CFGP, Edmonton—all in Alberta. Available as hookup only with Canadian Broadcasting Corp. permission. Represented in Canada by All-Canada Radio Facilities Ltd.; in United States by Weed & Co. Headquarters: Southam Bldg., Calgary. General Manager: H. R. Carson, Southam Bldg., Calgary.

MANITOBA TELEPHONE OWNED STATIONS—Comprising CKY, Winnipeg; CKX, Brandon, Man. Group discount on spot business. Available as network with Canadian Broadcasting Corp. permission only. Represented in Canada by All-Canada Radio Facilities Ltd.; in the United States by Weed & Co. Headquarters: Telephone Bldg., Winnipeg. General Manager, W. H. Backhouse, Telephone Bldg., Winnipeg.

NORTHERN BROADCASTING & PUBLISHING Ltd.—Operating CFCH, North Bay, Ont.; CJKL, Kirkland Lake, Ont.; CKGB, Timmins, Ont.; CKVD, Val d'Ore, Que. Group discount allowed on spot business. Network available with Canadian Broadcasting Corp. permission. Represented in Canada by All-Canada Radio Facilities Ltd.; in the United States by Weed & Co. Headquarters: Timmins, Ont. President: Roy H. Thomson. General Manager: Jack Cooke.

RICHARDSON GROUP—Comprising CJRC, Winnipeg; CJRM, Regina, Sask.; CJGX, Yorkton, Sask. Group discount allowed on spot business. Network available only with Canadian Broadcasting Corp. permission. Represented in Western Canada by Inland Broadcasting Service, Winnipeg; in Eastern Canada by Jack Slatter, Toronto; in United States by Joseph Hershey McGillvra. Headquarters: Any station. General Manager: V. F. Nielsen, Radio Division, James Richardson & Sons Ltd., Winnipeg.

FOREIGN LANGUAGE GROUPS

(Stations not listed as network but available at special group rates in groups of three or more stations; all represented by Forjoe & Co., New York.)

POLISH NETWORK—Comprising WGES, WSBC, WEDC, Chicago; WHOM, WEVD, WWRL, New York; WJBK, WMBC, Detroit; WBNY, Buffalo; WBRE, Wilkes-Barre; WEMP, Milwaukee; WGAR, Cleveland; WWSW, KQV, Pittsburgh; WLAW, Lawrence; WPEN, WTEL, WDAS, Philadelphia; WTOL, Toledo; WEEU, Reading, Pa.

ITALIAN NETWORK—Comprising WHOM, WVFW, WEVD, WWRL, New York; WPEN, WDAS, Philadelphia; WGES, WSBC, WCBD, WEDC, Chicago; WCOP, Boston; WSAR, Fall River; WGAR, Cleveland; WWSW, KQV, Pittsburgh; WBNY, Buffalo; WJBK, WMBC, Detroit; WELI, New Haven; WSAY, Rochester; WBRE, Wilkes-Barre; KSAN, San Francisco; KGER, Long Beach, Cal.; WEW, St. Louis; WIBX, Utica, N. Y.

JEWISH NETWORK—Comprising WHOM, WEVD, WLTH, WVFW, WBBC, WARD, New York; WSBC, WGES, WCBD, Chicago; WPEN, WDAS, Philadelphia; KSAN, San Francisco; KGER, Long Beach, Cal.; WJBK, Detroit; WEMP, Milwaukee.

GERMAN NETWORK—WHOM, WWRL, WBBC, New York; WGES, WCBD, WIND, Chicago; WEMP, Milwaukee; WEW, St. Louis; WTEL, Philadelphia; WJBK, WMBC, Detroit; WBNY, Buffalo; WWSW, Pittsburgh; WEEU, Reading, Pa.; WJW, Akron.

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WEST Easton, Penna.
WILM Wilmington, Del.

Address Network Inquiries: 8 West King Street, Lancaster, Penna.

Represented Nationally—PAUL H. RAYMER CO. • New York • Chicago • San Francisco • Los Angeles

GROUP OWNERSHIP OF BROADCASTING STATIONS IN U. S.

(Includes holdings by individuals or groups; control unless otherwise indicated)

Controlling Holdings

EDWARD A. ALLEN-PHILIP ALLEN GROUP—WLVA, Lynchburg, Va.; WBTM, Danville, Va. (minority interest and management).

EARLE C. ANTHONY GROUP—KFI, Los Angeles; KECA, Los Angeles.

RALPH L. ATLASS-P. K. WRIGLEY GROUP—WJJD, Chicago, WIND, Gary, Ind.

TOM H. BARTON GROUP—KARK, Little Rock, Ark.; KELD, El Dorado, Ark.

EDGAR L. BILL-HENRY DALE MORGAN GROUP—WMBD, Peoria, Ill.; WDZ, Tuscola, Ill.

H. J. BRENNEN GROUP—WJAS, Pittsburgh; KQV, Pittsburgh; WHJB, Greensburg, Pa.

RALPH R. BRUNTON GROUP—KJBS, San Francisco; KQW, San Jose, Cal.

BRUSH-MOORE NEWSPAPERS GROUP—WHBC, Canton, O.; WPAY, Portsmouth, O.

BUFFALO EVENING NEWS GROUP—WBEN, Buffalo, N. Y.; WEBR, Buffalo, N. Y.

BUFFALO BROADCASTING CORP. GROUP — WGR, Buffalo, N. Y.; WKBW, Buffalo, N. Y.

ARDE BULOVA GROUP—WOV, New York; WNEW, New York (50%); WPEN, Philadelphia; WNBC, New Britain, Conn. (25%, with H. A. Lafount, associate, 20%); WELI, New Haven (25%, with H. A. Lafount, associate, 20%); WCOP, Boston; WORL, Boston (H. A. Lafount, associate, 20%).

BURRIDGE D. BUTLER GROUP—WLS, Chicago; KOY, Phoenix, Ariz.

CAPPER PUBLICATIONS GROUP—WIBW, Topeka, Kan.; KCKN, Kansas City, Kan.

AMON G. CARTER GROUP—WBAP, Fort Worth; KGKO, Fort Worth. In addition, Harold Hough, director of WBAP and KGKO and circulation manager of Mr. Carter's *Fort Worth Star-Telegram*, owns control of KTOK, Oklahoma City.

CENTRAL STATES BROADCASTING CO. (SIDLES) GROUP—KOIL, Omaha; KFAB, Lincoln, Neb.; KFOR, Lincoln, Neb.

C. M. CHAFEY-R. A. GAUL-H. O. LANDIS GROUP—WEEU, Reading, Pa.; WRAW, Reading.

A. L. CHILTON GROUP—KLRA, Little Rock, Ark.; KGHI, Little Rock, Ark.

CLEVELAND PLAIN DEALER GROUP—WHK, Cleveland; WCLE, Cleveland; WHKC, Columbus, O.; WKBN, Youngstown, O. (40.6%).

E. B. CRANEY-T. W. SYMONS GROUP — KGIR, Butte, Mont.; KFPY, Spokane, Wash.; KRBM, Bozeman, Mont. (Craney, 50%); KPFA, Helena, Mont. (Craney, 40%); KXL, Portland, Ore.

POWEL CROSLEY Jr. GROUP—WLW, Cincinnati; WSAI, Cincinnati.

CURTIS RADIOCASTING CORP. GROUP—WEOA, Evansville, Ind.; WGBF, Evansville, Ind.; WBOW, Terre Haute, Ind.

COLUMBIA BROADCASTING SYSTEM GROUP — WABC, New York; WBBM, Chicago; WJSV, Washington; WKRC, Cincinnati; WBT, Charlotte; WCCO, Minneapolis; KMOX, St. Louis; KNX, Hollywood; WEEI, Boston (leased from Boston Edison Co.). Isaac D. Levy and Dr. Leon Levy, directors of CBS, are also chief owners of WCAU, Philadelphia, in which William S. Paley, CBS president, Samuel Paley and Jacob Paley, also CBS directors, are minority stockholders.

COWLES-DES MOINES REGISTER & TRIBUNE GROUP — KSO, Des Moines; KRNT, Des Moines; WMT, Cedar Rapids; WNAX, Yankton, S. D.; KFNF, Shenandoah, Ia. (under option to be sold to *Omaha World-Herald*, with application for removal to Omaha).

JAMES M. COX GROUP—WHIO, Dayton, O.; WIOD, Miami, Fla.; WSB, Atlanta; WAGA, Atlanta.

DON LEE BROADCASTING SYSTEM GROUP—KHJ, Los Angeles; KFRC, San Francisco; KDB, Santa Barbara; KGB, San Diego.

WESLEY I. DUMM GROUP—KSFO, San Francisco; KROW, Oakland, Cal.

GENE T. DYER GROUP—WCBD, Chicago; WSBC, Chicago; WGES, Chicago (management); WEMP, Milwaukee (44.2%).

JOHN D. EWING GROUP—KWKH, Shreveport, La.; KTBS, Shreveport, La.

P. K. EWING GROUP—WGCM, Gulfport, Miss.; WGRM, Greenwood, Miss.

FISHER'S BLEND STATION GROUP—KOMO, Seattle; KJR, Seattle (leased from NBC).

GANNETT NEWSPAPERS GROUP—WTHT, Hartford, Conn.; WHEC, Rochester, N. Y. (60%); WHDL, Olean, N. Y.; WENY, Elmira, N. Y.; WESG, Elmira, N. Y. (leased from Cornell University); WOKO, Albany (25%); WABY, Albany (15%); WDAN, Danville, Ill.

GENERAL ELECTRIC GROUP—Owned by General Electric Co. but managed by NBC: WGY, Schenectady; KOA, Denver; KGO, San Francisco.

J. T. GRIFFIN GROUP—KTUL, Tulsa; KOMA, Oklahoma City.

HAROLD GROSS GROUP—WJIM, Lansing, Mich.; WHAL, Saginaw, Mich. (45%).

HAMMOND-CALUMENT BROADCASTING CORP. GROUP—WHIP, Hammond, Ind.; WWAE, Hammond, Ind.

BERNARD HANKS - HOUSTON HARTE GROUP — KRBC, Abilene, Tex.; KBST, Big Spring, Tex.; KPLT, Paris, Tex.; KGKL, San Angelo, Tex.; KRIS, Corpus Christi, Tex. (minority).

PAUL F. HARRON-JOSEPH LANG GROUP—WHOM, Jersey City; WIBG, Glenside, Pa.

CARL E. HAYMOND GROUP—KMO, Tacoma, Wash.; KIT, Yakima, Wash.

HEARST RADIO GROUP—WBAL, Baltimore; WCAE, Pittsburgh; WINS, New York; KYA, San Francisco; WISN, Milwaukee.

A. B. HEBENSTREIT GROUP—KGGM, Albuquerque, N. M.; KVSF, Santa Fe, N. M.

JOSEPH HENKIN GROUP—KSOO, Sioux Falls, S. D.; KELO, Sioux Falls.

HONOLULU BROADASTING CO. GROUP—KGMB, Honolulu; KHBC, Hilo, Hawaii.

B. H. HOPSON GROUP—WJBY, Gadsden, Ala.; WHBB, Selma, Ala.

GENE HOWE-O. L. TAYLOR-T. E. SNOWDEN GROUP—KGNC, Amarillo, Tex.; KFYO, Lubbock, Tex.; KTSA, San Antonio, Tex,; KRGV, Weslaco, Tex.

BARNEY HUBBS-JACK HAWKINS GROUP—KLAH, Carlsbad, N. M.; KIUN, Pecos, Tex.

WILLIAM L. JOHNSON-N.C. RUDDELL GROUP—WJMS, Ironwood, Mich.; WATW, Ashland, Wis. (CP).

JESSE JONES NEWSPAPERS GROUP—KPRC, Houston; KTRH, Houston; KXYZ, Houston.

ROGAN JONES GROUP — KPQ, Wenatchee, Wash.; KVOS, Bellingham, Wash.

JOHN A. KENNEDY GROUP—WCHS, Charleston, W. Va.; WBLK, Clarksburg, W. Va.; WPAR, Parkersburg, W. Va.

KING-TRENDLE GROUP—WXYZ, Detroit; WOOD-WASH, Grand Rapids, Mich.

PIERCE E. LACKEY GROUP—WPAD, Paducah, Ky.; WHOP, Hopkinsville, Ky.

LEE NEWSPAPER SYNDICATE GROUP—KGLO, Mason City, Ia.; KOIL, Omaha (49.1%); KFAB, Lincoln, Neb. (49.1%); KFOR, Lincoln, Neb. (49.1%); WIBA, Madison, Wis. (minority); WKBH, LaCrosse, Wis. (minority). All these holdings through newspapers controlled by Lee Syndicate.

LIBERTY LIFE INSURANCE CO. GROUP—WIS, Columbia, S. C.; WCSC, Charleston, S. C.

ARTHUR LUCAS GROUP—WSAV, Savannah, Ga.; WRDW, Augusta, Ga. (33 1/3%).

K. G. MARSHALL-GLENN MARSHALL GROUP—WBRC, Birmingham; WMBR, Jacksonville, Fla. (31%).

MASON-DIXON (STEINMAN) GROUP—WDEL, Wilmington, Del.; WILM, Wilmington, Del.; WKBO, Harrisburg, Pa.; WAZL, Hazleton, Pa.; WORK, York, Pa.; WEST, Easton, Pa.; WGAL, Lancaster, Pa.

McCLATCHY NEWSPAPERS GROUP—KFBK, Sacramento; KMJ, Fresno; KERN, Bakersfield; KWG, Stockton; KOH, Reno, Nev.

MERCED (Cal.) SUN-STAR GROUP—KYOS, Merced, Cal.; KHSL, Chico, Cal. (50%); KVCV, Redding, Cal. (50%); KWLK, Longview, Wash. (56%); KMYC, Marysville, Cal. (49.5%; CP issued Jan. 18, 1940).

ALBERT S. MOFFAT GROUP—WLLH, Lowell, Mass.; WMAS, Springfield, Mass.

MORGAN MURPHY-W. C. BRIDGES GROUP—WEBC, Duluth, Minn.; WMFG, Hibbing, Minn.; WHLB, Virginia, Minn.; WEAU, Eau Claire, Wis.; KVOL, Lafayette, Ind. (50% owned by *Lafayette Advertiser-Gazette*, of which Mr. Murphy is president).

C. W. MYERS-C. R. HUNT GROUP—KOIN, Portland, Ore.; KALE, Portland, Ore.

NATIONAL BROADCASTING CO. GROUP—WEAF, New York; WJZ, New York; WRC, Washington; WMAQ, Chicago; WENR, Chicago; WTAM, Cleveland; KPO, San Francisco. Leases from owners: WMAL, Washington. Operates and manages for General Electric Co.; WGY, Schenectady; KOA, Denver; KGO, San Francisco. Operates and manages for Westinghouse Co.; KDKA, Pittsburgh; WBZ, Boston; WBZA, Springfield, Mass.; KYW, Philadelphia. (Owns but leases to Fishers Blend Station Inc., KJR, Seattle.)

JAMES A. NOE GROUP—WNOE, New Orleans, La.; KOTN, Pine Bluff, Ark. (50%).

NORFOLK NEWSPAPERS GROUP—WTAR, Norfolk; WRTD, Richmond; WPIV, Petersburg, Va.

ED NORTON-THAD HOLT GROUP—WAPI, Birmingham (lease); WMBR, Jacksonville, Fla.

LINDSEY NUNN-GILMORE NUNN GROUP—WLAP, Lexington, Ky.; WCMI, Ashland, Ky.; KFDA, Amarillo, Tex.

OKLAHOMA CITY OKLAHOMAN GROUP — WKY, Oklahoma City; KLZ, Denver; KVOR, Colorado Springs.

B. J. PALMER GROUP—WHO, Des Moines; WOC, Davenport, Ia.

JOHN H. PERRY NEWSPAPERS GROUP—WCOA, Pensacola; WJHP, Jacksonville, Fla.

C. G. PHILLIPS-FRANK L. HILL GROUP—KIDO, Boise, Ida.; KORE, Eugene, Ore.

PHOENIX REPUBLIC & GAZETTE GROUP—KTAR, Phoenix, Ariz,; KVOA, Tucson, Ariz.; KYUM, Yuma, Ariz.

PILLAR OF FIRE GROUP—WAWZ, Zarephath, N. J.; KPOF, Denver, Colo.

PORTLAND OREGONIAN GROUP—KGW, Portland, Ore.; KEX, Portland, Ore.

EUGENE C. PULLMAN GROUP—WIRE, Indianapolis; WVIN, Vincennes, Ind. (CP).

GEORGE A. RICHARDS GROUP—WJR, Detroit; WGAR, Cleveland; KMPC, Beverly Hills, Cal.

HENRY P. RINES ESTATE GROUP — WCSH, Portland, Me.; WRDO, Augusta, Me.; WFEA, Manchester, N. H.

SCRIPPS-HOWARD NEWSPAPERS GROUP—WNOX, Knoxville; WCPO, Cincinnati; WMC, Memphis; WMPS, Memphis.

DON SEARLE-HERB HOLLISTER GROUP — KANS, Wichita, Kan.; KMMJ, Grand Island, Neb.

O. P. SOULE GROUP—KSEI, Pocatello, Ida.; KTFI, Twin Falls, Ida.

SOUTH BEND TRIBUNE GROUP—WSBT, South Bend, Ind.; WFAM, South Bend, Ind.

SPEIDEL NEWSPAPERS GROUP—WGNY, Newburgh, N. Y. (*Poughkeepsie Courier*); KDON, Monterey, Cal. (49.5% owned by *Salinas Index-Journal* and *Post*).

GEORGE B. STORER GROUP—WSPD, Toledo; WWVA, Wheeling, W. Va.; WMMN, Fairmont, W. Va.; WLOK, Lima, O.; WALR, Zanesville, O.; KIRO, Seattle (10%).

ST. LOUIS STAR-TIMES GROUP—KXOK, St. Louis; KFRU, Columbia, Mo.

ST. NORBERT COLLEGE GROUP—WTAQ, Green Bay, Wis.; WHBY, Appleton, Wis.

H. E. STUDEBAKER GROUP—KUJ, Walla Walla, Wash.; KRLC, Lewiston, Ida.

TEXAS STATE NETWORK GROUP—KNOW, Austin, and WACO, Waco, owned 50% by E. S. Fentress, and 25% each by S. W. Richardson and Charles F. Roeser. the latter two officers and stockholders of TSN; KABC, San Antonio, owned 35% by Charles F. Roeser; KFJZ, Fort Worth, owned entirely by Mrs. Elliott Roosevelt, wife of president of TSN.

HAROLD THOMAS GROUP—WATR, Waterbury, Conn.; WBRK, Pittsfield, Mass.

DR. JAMES G. ULMER GROUP—KGKB, Tyler, Tex. (60%); KOCA, Kilgore, Tex. (40%); KGFI, Brownsville, Tex. (5%).

W. E. WALKER-M. F. CHAPIN-D. R. BURT GROUP—WSAU, Wausau, Wis.; WMAM, Marinette, Wis.

LOUIS WASMER GROUP—KHQ, Spokane; KGA, Spokane; KOL, Seattle (42.3%); KGY, Olympia, Wash. (28.9%).

JONAS WEILAND GROUP—WFTC, Kinston, N. C.; WGBR, Goldsboro, N. C. (17%); WMVA, Martinsville, Va. (CP, 50%).

WESTINGHOUSE GROUP—Owned by Westinghouse but managed by NBC: KDKA, Pittsburgh; WBZ, Boston; WBZA, Springfield, Mass.; KYW, Philadelphia. Owned and managed by Westinghouse: WOWO, Fort Wayne, Ind.; WGL, Fort Wayne, Ind.

HOYT B. WOOTEN GROUP—WREC, Memphis; WHBQ, Memphis (25%), with brother, S. D. Wooten Jr. owning 25% also.

W. E. WHITEMORE GROUP—KGFL, Roswell, N. M.; KWEW, Hobbs, N. M.

HARRY C. WILDER GROUP—WSYR, Syracuse, N. Y.; WTRY, Troy, N. Y. (CP); WKNE, Keene, N. H.; WJTN, Jamestown, N. Y. (application filed for sale to Jay E. Mason, New York).

J. W. WOODRUFF GROUP—WATL, Atlanta; WRBL, Columbus, Ga.; WGPC, Albany, Ga.

YANKEE NETWORK-SHEPARD GROUP—WNAC, Boston; WAAB, Boston; WEAN, Providence, R. I.; WICC, Bridgeport, Conn.

Miscellaneous Holdings

EDSON K. BIXBY HOLDINGS—KGBX and KWTO, Springfield, Mo. (20%); KBIX, Muskogee, Okla. (12%; with family control).

JOEL H. BIXBY HOLDINGS—KGBX and KWTO, Springfield, Mo. (5%); KBIX, Muskogee, Okla. (13 1/3%; with family control).

JOHN LORD BOOTH HOLDINGS—WMBC, Detroit (62%); WJBK, Detroit (16 2/3%)..

LEO BRODY HOLDINGS—WLPM, Suffolk, Va. (33 1/3%); WFIG, Sumter, S. C. (through son, J. Samuel Brody).

D. R. BURT HOLDINGS—WSAU, Wausau, Wis. (22.97%); WMAM, Marinette, Wis. (5%).

S. H. CAMPBELL HOLDINGS—WSPB, Sarasota, Fla. (33 1/3%); WJHL, Johnson City, Tenn. (20%).

FRANK C. CARMAN HOLDINGS—KUTA, Salt Lake City (25%); KEUB, Price, Utah (10.66%).

MERRILL F. CHAPIN HOLDINGS—WSAU, Wausau, Wis. (22.4%); WMAM, Marinette, Wis. (17½%).

LESTER E. COX HOLDINGS—KCMO, Kansas City (25%); KGBX and KWTO, Springfield, Mo. (23.6%).

HARRY DAHL HOLDINGS—WKBH, LaCrosse, Wis. (74.4%); WIBA, Madison, Wis. (11%, held by Mrs. Dahl).

R. M. DEAN HOLDINGS—KRMD, Shreveport, La. (48%); KPLC, Lake Charles, La. (33 1/3%); KRRV, Sherman, Tex. (17%).

TILFORD JONES HOLDINGS—KRIS, Corpus Christi, Tex. (50%); KXYZ, Houston (10%).

D. E. KENDRICK HOLDINGS—WINN, Louisville (CP); KITE, Kansas City (18.59%).

LEON AND ISAAC D. LEVY HOLDINGS—Each owns 32.66% of stock in WCAU, Philadelphia, in addition to stockholdings in CBS.

T. B. LANFORD HOLDINGS—KRMD, Shreveport, La. (48%); KPLC, Lake Charles, La. (33 1/3%); KRRV, Sherman, Tex. (17%).

HORACE LOHNES HOLDINGS—WSNJ, Bridgeton, N. J. (39%); WDZ, Tuscola, Ill. (25%); WMSD, Muscle Shoals City, Ala. (20%).

LAWRENCE LOWMAN HOLDINGS—Owns 22.4% of stock in WDRC, Hartford, in addition to stock holdings in CBS.

H. D. PEET HOLDINGS—WBCM, Bay City, Mich. (66 2/3%; WSAM, Saginaw, Mich. (minority).

WILLIAM S. PALEY HOLDINGS—Owns 11.06% of stock in WCAU, Philadelphia, in addition to stockholdings in CBS.

SAM PICKARD HOLDINGS—WGST, Atlanta (leased); WDRC, Hartford, Conn. (22.4%); KITE, Kansas City (37.15%); WHEC, Rochester, N. Y. (10%); WHP, Harrisburg, Pa. (11.4%).

RED WOOD BROADCASTING CO. HOLDINGS—KIEM, Eureka, Cal., owned 50.3% by William B. Smullin; 20% by *Humboldt Times*; 20.8% by *Humboldt Standard*. In addition Red Wood Broadcasting Co. owns 50% of KUIN, Grant's Pass, Ore., with Mr. Smullin and publishers of Eureka newspapers as directors.

GLENN D. ROBERTS HOLDINGS—WEMP, Milwaukee (54.2%); WIBA, Madison, Wis. (minority, through directorship).

M. F. RUBIN HOLDINGS—WJW, Akron, O. (26.5%); also a minority stockholder in WHK and WCLE, Cleveland, and WHKC, Columbus.

LOUIS M. SEPAUGH HOLDINGS—KVOL, Lafayette, La. (25%); KPLC, Lake Charles, La. (33 1/3%); KRRV, Sherman, Tex. (16%).

DAVID G. SMITH HOLDINGS—KUTA, Salt Lake City (25%); KEUB, Price, Utah (26.66%).

HAROLD E. SMITH HOLDINGS—WOKO, Albany (25.5%); WABY, Albany (26.25%).

ARCHIE TAFT HOLDINGS—KOL, Seattle (48.8%); KRKO, Everett, Wash. (30%); KGY, Olympia, Wash. (28.9%).

HORACE E. THOMAS HOLDINGS—KMYC, Marysville, Cal. (CP, 50%); KHSL, Chico, Cal. (25%).

LLOYD C. THOMAS HOLDINGS—KGFW, Kearney, Neb. (49%); KHAS, Hastings, Neb. (20%).

S. W. TOWNSEND HOLDINGS—WKST, New Castle, Pa. (40.5%); WJW, Akron, O. (20%).

JOHN F. WEIMER HOLDINGS—WJW, Akron, O. (18.5%); WMAN, Mansfield, O. (25%).

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1915
1940

25 YEARS OLD
and Going Strong

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The 1940 edition of the Standard Advertising Register will be the 25th annual issue. During these 25 years it has been constantly enlarged and increased in scope. Since Radio became an important advertising medium, data has been added to simplify the job of selling Radio time. For instance, the inclusion of authentic records of expenditures by each advertiser for both Network and Spot time.

The "Register" lists over 12,000 national and sectional advertisers, giving the personnel of each, the advertising agency placing the account. distribution of the advertiser's product, time of year advertising plans are made and other data of real sales promotion value.

In short, it gives all the data necessary to effectively solicit the advertiser or agency either by mail or in person. Get more information about this valuable service . . . prices and sample pages.

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THE RED BOOK . . . "THE ADVERTISING WHO'S WHO"

Radio Stations Subscribing
TO MAJOR PRESS ASSOCIATION NEWS SERVICES

***AP—Associated Press**
50 Rockefeller Plaza
New York City
Available for sponsorship only under specified conditions (see page 204)

INS—International News Service
235 E. 45th St.
New York City

TP—Transradio Press Service
342 Madison Ave.
New York City

UP—United Press
220 E. 42nd St.
New York City

(As reported to January 15, 1940, by services and stations)

ALABAMA

City	Station	Service
Anniston	WHMA	TP, UP
Birmingham	WAPI	UP
Birmingham	WBRC	INS
Birmingham	WSGN	AP
Decatur	WMSL	TP, UP
Dothan	WAGF	TP
Gadsden	WJBY	TP
Huntsville	WBHP	TP
Mobile	WALA	INS
Montgomery	WCCV	TP
Montgomery	WSFA	INS
Selma	WHBB	TP
Tuscaloosa	WJRD	INS, TP

ARIZONA

City	Station	Service
Globe	KWJB	TP
Jerome	KRCJ	TP
Lowell	KSUN	TP
Phoenix	KOY	TP
Phoenix	KTAR	UP
Safford	KGLU	TP
Tucson	KTUC	TP
Tucson	KVOA	UP
Yuma	KUMA	UP

ARKANSAS

City	Station	Service
Blytheville	KLCN	TP
El Dorado	KELD	INS
Fort Smith	KFPW	UP
Hot Springs	KTHS	AP
Jonesboro	KBTM	TP
Little Rock	KARK	INS
Little Rock	KLRA	UP
Pine Bluff	KOTN	UP
Siloam Springs	KUOA	UP

CALIFORNIA

City	Station	Service
Bakersfield	KERN	INS
Bakersfield	KPMC	*INS, UP
Berkeley	KRE	INS
Chico	KHSL	*INS
El Centro	KXO	*INS
Eureka	KIEM	*INS, UP
Fresno	KARM	INS
Fresno	KMJ	UP
Glendale	KIEV	UP
Long Beach	KFOX	UP
Long Beach	KGER	TP
Los Angeles	KFAC	UP
Los Angeles	KFVD	UP
Los Angeles	KFWB	INS
Los Angeles	KGFJ	INS
Los Angeles	KHJ	*INS
Los Angeles (Beverly Hills)	KMPC	UP
Los Angeles	KMTR	TP
Los Angeles	KNX	INS, UP
Los Angeles	KRKD	UP
Merced	KYOS	*INS, UP
Modesto	KTRB	UP
Monterey	KDON	AP, *INS, UP
Oakland	KLS	INS
Oakland	KLX	AP
Oakland	KROW	INS
Redding	KVCV	*INS
Sacramento	KFBK	UP
Sacramento	KROY	INS
San Bernardino	KFXM	*INS, UP
San Diego	KFSD	UP
San Diego	KGB	*INS
San Francisco	KFRC	*INS, TP
San Francisco	KGO	INS, UP
San Francisco	KJBS	UP
San Francisco	KPO	INS, UP
San Francisco	KSAN	INS
San Francisco	KSFO	INS
San Francisco	KYA	INS
San Jose	KQW	*INS, UP
San Luis Obispo	KVEC	*INS
Santa Ana	KVOE	*INS
Santa Barbara	KDB	*INS, TP
Santa Barbara	KTMS	INS
Santa Rosa	KSRO	AP, INS, UP
Stockton	KGDM	INS
Stockton	KWG	UP
Visalia	KTKC	*INS, UP

* *INS through Don Lee Broadcasting System.*

COLORADO

City	Station	Service
Alamosa	KGIW	TP
Colorado Springs	KVOR	AP
Denver	KFEL	TP
Denver	KLZ	INS
Denver	KOA	INS
Denver	KVOD	UP
Durango	KIUP	TP
Grand Junction	KFXJ	AP, TP
Greeley	KFKA	UP
La Junta	KOKO	TP
Lamar	KIDW	TP

CONNECTICUT

City	Station	Service
Bridgeport	WICC	*INS
Hartford	WDRC	UP
Hartford	WTHT	AP
Hartford	WTIC	*INS, TP
New Britain	WNBC	UP
New Haven	WELI	UP
New London	WNLC	*INS
Waterbury	WBRY	AP, TP

* *INS through Yankee Network News Service.*

DELAWARE

City	Station	Service
Wilmington	WDEL	TP
Wilmington	WILM	TP

DISTRICT OF COLUMBIA

City	Station	Service
Washington	WJSV	UP
Washington	WMAL	INS, UP
Washington	WOL	TP
Washington	WRC	INS, UP

FLORIDA

City	Station	Service
Daytona Beach	WMFJ	TP
Fort Lauderdale	WFTL	UP
Gainesville	WRUF	AP
Jacksonville	WMBR	UP
Lakeland	WLAK	UP
Miami	WIOD	UP
Miami	WQAM	UP
Miami Beach	WKAT	UP
Ocala	WTMC	UP
Orlando	WDBO	UP
St. Augustine	WFOY	UP
St. Petersburg	WSUN	UP
Sarasota	WSPB	UP
Tallahassee	WTAL	TP
Tampa	WDAE	INS
Tampa	WFLA	UP
West Palm Beach	WJNO	UP

GEORGIA

City	Station	Service
Albany	WGPC	UP
Athens	WGAU	INS
Atlanta	WAGA	UP
Atlanta	WATL	INS
Atlanta	WGST	INS, TP
Atlanta	WSB	AP
Augusta	WRDW	UP
Brunswick	WMOG	UP
Columbus	WRBL	INS
Griffin	WKEU	INS
Macon	WMAZ	AP
Moultrie	WMGA	UP
Rome	WRGA	UP
Savannah	WTOC	UP
Savannah	WSAV	INS
Thomasville	WPAX	UP
Waycross	WAYX	AP

IDAHO

City	Station	Service
Boise	KIDO	UP
Idaho Falls	KID	UP
Lewiston	KRLC	UP
Nampa	KFXD	UP
Pocatello	KSEI	TP
Twin Falls	KTFI	TP

ILLINOIS

City	Station	Service
Aurora	WMRO	AP
Champaign	WDWS	AP, UP
Chicago	WAAF	UP
Chicago	WBBM	INS, UP
Chicago	WCFL	UP
Chicago	WEDC	UP
Chicago	WENR	INS, UP
Chicago	WGN	AP, UP
Chicago	WJJD	TP
Chicago	WLS	TP, UP
Chicago	WMAQ	INS, UP
Chicago	WSBC	INS
Cicero	WHFC	UP
Danville	WDAN	UP
Decatur	WSOY	AP
East St. Louis	WTMV	INS
Galesburg	WGIL	INS
Harrisburg	WEBQ	TP
Joliet	WCLS	UP
Peoria	WMBD	UP
Quincy	WTAD	UP
Rockford	WROK	UP
Rock Island	WHBF	UP
Springfield	WCBS	INS
Springfield	WTAX	INS
Tuscola	WDZ	UP

INDIANA

City	Station	Service
Anderson	WHBU	INS, TP
Elkhart	WTRC	UP
Evansville	WEOA	TP
Evansville	WGBF	TP
Fort Wayne	WGL	UP
Fort Wayne	WOWO	UP

INDIANA (Continued)

City	Station	Service
Gary	WIND	TP
Hammond	WHIP	UP
Indianapolis	WFBM	INS
Indianapolis	WIBC	UP
Indianapolis	WIRE	UP
Muncie	WLBC	UP
New Albany	WGRC	TP
Richmond	WKBV	INS
South Bend	WFAM	UP
South Bend	WSBT	UP
Terre Haute	WBOW	TP

IOWA

City	Station	Service
Ames	WOI	UP
Cedar Rapids	WMT	UP
Davenport	WOC	UP
Des Moines	KRNT	AP, INS, UP
Des Moines	KSO	AP, INS, UP
Des Moines	WHO	TP, UP
Dubuque	WKBB	TP
Fort Dodge	KVFD	UP
Marshalltown	KFJB	UP
Mason City	KGLO	AP, UP
Shenandoah	KFNF	INS, TP, UP
Shenandoah	KMA	UP
Sioux City	KSCJ	AP
Sioux City	KTRI	UP

KANSAS

City	Station	Service
Atchison	KVAK	TP
Emporia	KTSW	UP
Coffeyville	KGGF	AP
Dodge City	KGNO	AP
Garden City	KIUL	TP
Hutchinson	KWBG	UP
Kansas City	KCKN	UP
Lawrence	WREN	INS
Pittsburg	KOAM	INS
Topeka	WIBW	UP
Wichita	KANS	UP
Wichita	KFBI	INS, UP
Wichita	KFH	UP

KENTUCKY

City	Station	Service
Ashland	WCMI	UP
Lexington	WLAP	UP
Louisville	WAVE	INS
Louisville	WHAS	INS, UP
Owensboro	WOMI	AP
Paducah	WPAD	TP

LOUISIANA

City	Station	Service
Alexandria	KALB	INS
Baton Rouge	WJBO	UP
Lafayette	KVOL	AP
Lake Charles	KPLC	INS
Monroe	KMLB	UP
New Orleans	WDSU	INS
New Orleans	WNOE	UP
New Orleans	WSMB	TP
New Orleans	WWL	UP
Shreveport	KRMD	INS
Shreveport	KTBS	UP
Shreveport	KWKH	UP

MAINE

City	Station	Service
Augusta	WRDO	*INS
Bangor	WABI	AP
Bangor	WLBZ	*INS UP
Lewiston	WCOU	*INS
Portland	WCSH	*INS, UP
Portland	WGAN	UP

* *Through Yankee Network News Service.*

MARYLAND

City	Station	Service
Baltimore	WBAL	INS, UP
Baltimore	WCAO	INS
Baltimore	WCBM	INS
Baltimore	WFBR	INS, TP
Cumberland	WTBO	TP
Frederick	WFMD	TP
Hagerstown	WJEJ	TP
Salisbury	WSAL	TP

MASSACHUSETTS

City	Station	Service
Boston	WAAB	*INS
Boston	WBZ	UP
Boston	WCOP	INS, TP
Boston	WEEI	UP
Boston	WHDH	TP
Boston	WMEX	INS
Boston	WNAC	*INS
Boston	WORL	UP
Fall River	WSAR	*INS
Greenfield	WHAI	*INS, TP
Lawrence	WLAW	AP
Lowell	WLLH	*INS
New Bedford	WNBH	*INS
Pittsfield	WBRK	*INS, TP

MASSACHUSETTS (Continued)

City	Station	Service
Salem	WESX	INS
Springfield	WBZA	UP
Springfield	WMAS	INS, TP
Springfield	WSPR	TP
Worcester	WORC	TP
Worcester	WTAG	AP, *INS

* *Through Yankee Network News Service.*

MICHIGAN

City	Station	Service
Battle Creek	WELL	AP
Bay City	WBCM	UP
Calumet	WHDF	AP
Detroit	WJBK	INS
Detroit	WJR	INS
Detroit	WMBC	INS
Detroit	WWJ	UP
Detroit	WXYZ	UP
Flint	WFDF	TP
Grand Rapids	WOOD-WASH	UP
Ironwood	WJMS	TP
Jackson	WIBM	AP
Kalamazoo	WKZO	TP
Lansing	WJIM	TP
Marquette	WDMJ	TP
Muskegon	WKBZ	UP
Port Huron	WHLS	UP
Pontiac	WCAR	TP
Royal Oak	WEXL	INS

MINNESOTA

City	Station	Service
Albert Lea	KATE	UP
Duluth	KDAL	TP
Duluth	WEBC	UP
Fergus Falls	KGDE	TP
Hibbing	WMFG	UP
Mankato	KYSM	UP
Minneapolis	KSTP	UP
Minneapolis-St. Paul	WCCO	UP
Minneapolis-St. Paul	WDGY	TP
Minneapolis-St. Paul	WLB	UP
Minneapolis-St. Paul	WMIN	INS
Minneapolis-St. Paul	WTCN	INS
Moorhead	KVOX	UP
Rochester	KROC	UP
St. Cloud	KFAM	AP, UP
Winona	KWNO	AP, TP

MISSISSIPPI

City	Station	Service
Greenville	WJPR	INS
Gulfport	WGCM	TP
Hattiesburg	WFOR	TP
Jackson	WJDX	UP
Jackson	WSLI	INS
Laurel	WAML	UP
Meridian	WCOC	UP
McComb	WSKB	UP
Vicksburg	WQBC	AP

MISSOURI

City	Station	Service
Cape Girardeau	KVFS	TP
Columbia	KFRU	INS, UP
Jefferson City	KWOS	AP, UP
Joplin	WMBH	UP
Kansas City	KCMO	UP
Kansas City	KITE	UP
Kansas City	KMBC	TP
Kansas City	WDAF	AP
Kansas City	WHB	INS
St. Joseph	KFEQ	UP
St. Louis	KMOX	TP, UP
St. Louis	KSD	AP
St. Louis	KWK	UP
St. Louis	KXOK	INS, UP
St. Louis	WEW	INS
St. Louis	WIL	TP
Sedalia	KDRO	UP
Springfield	KGBX	UP
Springfield	KWTO	UP

MONTANA

City	Station	Service
Billings	KGHL	UP
Butte	KGIR	TP
Great Falls	KFBB	UP
Kalispell	KGEZ	UP
Missoula	KGVO	UP
Wolf Point	KGCX	TP

NEBRASKA

City	Station	Service
Fremont	KORN	UP
Grand Island	KMMJ	UP
Kearney	KGFW	UP
Lincoln	KFAB	INS
Lincoln	KFOR	INS
Norfolk	WJAG	AP
North Platte	KGNF	UP
Omaha	KOIL	INS
Omaha	KOWH	UP
Omaha	WOW	UP
Scottsbluff	KGKY	TP

(Continued on page 202)

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EVERY MINUTE
EVERY DAY
EVERYWHERE
UNITED PRESS

Radio Stations Subscribing to
MAJOR PRESS ASSOCIATION NEWS SERVICES

(Continued from page 200)

NEVADA

City	Station	Service
Reno	KOH	UP

NEW HAMPSHIRE

City	Station	Service
Keene	WKNE	UP
Laconia	WLNH	*INS, UP
Manchester	WFEA	*INS, UP
Portsmouth	WHEB	UP

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* *Through Yankee Network News Service.*

NEW JERSEY

City	Station	Service
Bridgeton	WSNJ	UP
Camden	WCAM	TP
Jersey City	WAAT	UP
Jersey City	WHOM	INS
Trenton	WTNJ	UP

NEW MEXICO

City	Station	Service
Albuquerque	KOB	INS, TP, UP
Carlsbad	KLAH	TP
Clovis	KICA	TP
Hobbs	KWEW	TP
Roswell	KGFL	TP
Santa Fe	KVSF	TP, UP

NEW YORK

City	Station	Service
Albany	WABY	TP
Albany	WOKO	TP
Auburn	WMBO	AP
Binghamton	WNBF	TP
Buffalo	WBEN	UP
Buffalo	WBNY	TP
Buffalo	WEBR	UP
Buffalo	WGR	UP
Buffalo	WKBW	UP
Elmira	WESG	UP
Elmira	WENY	UP
Jamestown	WJTN	UP
Kingston	WKNY	INS
Newburgh	WGNY	TP
New York	WABC	INS UP
New York	WBNX	INS
New York	WEAF	INS, UP
New York	WHN	UP
New York	WINS	INS
New York	WJZ	INS, UP
New York	WMCA	INS
New York	WNEW	AP, INS
New York	WNYC	AP, INS
New York	WOR	TP
New York	WOV	INS
New York	WQXR	AP
New York	WWRL	INS
Olean	WHDL	UP
Plattsburg	WMFF	UP
Rochester	WHAM	UP
Rochester	WHEC	INS
Rochester	WSAY	TP
Saranac Lake	WNBZ	TP
Schenectady	WGY	UP
Syracuse	WFBL	INS, TP
Syracuse	WOLF	TP
Syracuse	WSYR	UP
Utica	WIBX	TP, UP
White Plains	WFAS	AP

NORTH CAROLINA

City	Station	Service
Asheville	WISE	INS, TP
Asheville	WWNC	UP
Charlotte	WBT	UP
Charlotte	WSOC	TP
Durham	WDNC	UP
Elizabeth City	WCNC	UP
Gastonia	WGNC	UP
Goldsboro	WGBR	TP
Greensboro	WBIG	TP
High Point	WMFR	UP
Kinston	WFTC	TP
Raleigh	WPTF	UP
Raleigh	WRAL	TP
Rocky Mount	WEED	TP
Salisbury	WSTP	TP, UP
Wilmington	WMFD	TP
Wilson	WGTM	TP
Winston-Salem	WAIR	TP
Winston-Salem	WSJS	UP

NORTH DAKOTA

City	Station	Service
Bismarck	KFYR	AP
Devils Lake	KDLR	TP
Fargo	WDAY	TP, UP
Grand Forks	KFJM	TP
Jamestown	KRMC	TP, UP
Mandan	KGCU	TP
Minot	KLPM	TP
Valley City	KOVC	UP

OHIO

City	Station	Service
Akron	WADC	TP
Akron	WJW	UP
Ashtabula	WICA	UP
Canton	WHBC	AP, UP
Cincinnati	WCKY	TP
Cincinnati	WCPO	UP
Cincinnati	WKRC	AP
Cincinnati	WLW	INS, UP
Cincinnati	WSAI	INS, UP
Cleveland	WCLE	UP
Cleveland	WGAR	INS

OHIO (Continued)

City	Station	Service
Cleveland	WHK	UP
Cleveland	WTAM	UP
Columbus	WBNS	AP, TP
Columbus	WCOL	INS
Columbus	WHKC	UP
Columbus	WOSU	UP
Dayton	WHIO	UP
Dayton	WING	INS, TP
Lima	WLOK	INS
Mansfield	WMAN	UP
Portsmouth	WPAY	UP
Toledo	WSPD	INS
Toledo	WTOL	UP
Youngstown	WKBN	TP
Youngstown	WFMJ	UP
Zanesville	WHIZ	INS

OKLAHOMA

City	Station	Service
Ada	KADA	TP
Enid	KCRC	AP
Muskogee	KBIX	AP
Oklahoma City	KOCY	UP
Oklahoma City	KOMA	UP
Oklahoma City	KTOK	UP
Oklahoma City	WKY	AP
Shawnee	KGFF	AP
Tulsa	KOME	TP, UP
Tulsa	KTUL	UP
Tulsa	KVOO	INS, UP

OREGON

City	Station	Service
Bend	KBND	UP
Corvallis	KOAC	UP
Eugene	KORE	UP
Klamath Falls	KFJI	UP
La Grande	KLBM	UP
Marshfield	KOOS	UP
Medford	KMED	TP
Portland	KALE	INS, UP
Portland	KEX	INS, TP
Portland	KGX	INS, TP
Portland	KOIN	INS, UP
Portland	KWJJ	UP
Portland	KXL	UP
Roseburg	KRNR	AP
Salem	KSLM	UP

PENNSYLVANIA

City	Station	Service
Allentown	WSAN	UP
Altoona	WFBG	INS
Easton	WEST	TP
Erie	WLEU	TP
Glenside	WIBG	UP
Greensburg	WJHB	TP
Harrisburg	WHP	TP
Harrisburg	WKBO	UP
Hazelton	WAZL	TP
Johnstown	WJAC	INS
Lancaster	WGAL	TP
New Castle	WKST	INS
Philadelphia	WCAU	TP
Philadelphia	WDAS	INS
Philadelphia	WFIL	INS
Philadelphia	WIP	TP
Philadelphia	WPEN	INS
Pittsburgh	KDKA	UP
Pittsburgh	KQV	TP
Pittsburgh	WCAE	INS
Pittsburgh	WJAS	TP
Pittsburgh	WWSW	INS
Reading	WEEU	TP
Reading	WRAW	TP
Scranton	WGBI	TP
Sharon	WPIC	UP
Sunbury	WKOK	UP
Uniontown	WMBS	AP
Wilkes-Barre	WBAX	UP
Wilkes-Barre	WBRE	TP
Williamsport	WRAK	UP
York	WORK	TP

RHODE ISLAND

City	Station	Service
Providence	WEAN	*INS
Providence	WPRO	UP

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* *Through Yankee Network New Services.*

SOUTH CAROLINA

City	Station	Service
Charleston	WCSC	UP
Charleston	WTMA	INS
Columbia	WCOS	TP
Columbia	WIS	UP
Florence	WOLS	TP, UP
Greenville	WFBC	INS, UP
Spartanburg	WSPA	TP

SOUTH DAKOTA

City	Station	Service
Aberdeen	KABR	AP
Rapid City	KOBH	TP
Sioux Falls	KELO	UP
Sioux Falls	KSOO	UP
Yankton	WNAX	UP

TENNESSEE

City	Station	Service
Bristol	WOPI	UP
Chattanooga	WAPO	INS
Chattanooga	WDOD	UP
Jackson	WTJS	UP
Johnson City	WJHL	UP
Knoxville	WNOX	UP

TENNESSEE (Continued)

City	Station	Service
Knoxville	WROL	INS
Memphis	WHBQ	UP
Memphis	WMC	UP
Memphis	WMPS	UP
Memphis	WREC	UP
Nashville	WLAC	UP
Nashville	WSIX	TP
Nashville	WSM	INS

TEXAS

City	Station	Service
Abilene	KRBC	UP
Amarillo	KFDA	UP
Amarillo	KGNC	UP
Austin	KNOW	UP
Austin	KTBC	INS
Beaumont	KFDM	UP
Beaumont	KRIC	AP, TP, UP
Big Spring	KBST	UP
Corpus Christi	KRIS	INS, UP
Corsicana	KAND	UP
Dallas	KRLD	INS
Dallas	WFAA	UP
Dallas	WRR	TP, UP
Denton	KDNT	UP
El Paso	KROD	INS
El Paso	KTSM	UP
Fort Worth	KFJZ	UP
Fort Worth	KGKO	INS
Fort Worth	WBAP	AP
Galveston	KLUF	UP
Houston	KPRC	AP
Houston	KTRH	UP
Houston	KXYZ	INS, UP
Huntsville	KSAM	UP
Kilgore	KOCA	UP
Laredo	KPAB	TP
Longview	KFRO	UP
Lubbock	KFYO	UP
Lufkin	KRBA	TP
Midland	KRLH	TP
Pampa	KPDN	UP
Paris	KPLT	UP
Pecos	KIUN	TP
Plainview	KWBD	UP
Port Arthur	KPAC	TP
San Angelo	KGKL	UP
San Antonio	KABC	UP
San Antonio	KTSA	UP
San Antonio	WOAI	INS, UP
Sherman	KRRV	UP
Sweetwater	KXOX	TP, UP
Temple	KTEM	UP
Texarkana	KCMC	UP
Tyler	KGKB	UP
Vernon	KVWC	AP
Victoria	KVIC	UP
Waco	WACO	INS, UP
Weslaco	KRGV	UP
Wichita Falls	KWFT	UP

UTAH

City	Station	Service
Cedar City	KSUB	TP
Logan	KVNU	UP
Price	KEUB	TP
Provo	KOVO	TP
Salt Lake City	KDYL	TP
Salt Lake City	KSL	INS, UP
Salt Lake City	KUTA	INS

VERMONT

City	Station	Service
Burlington	WCAX	UP
Rutland	WSYB	TP
St. Albans	WQDM	TP
Waterbury	WDEV	UP

VIRGINIA

City	Station	Service
Charlottesville	WCHV	UP
Danville	WBTM	TP
Fredericksburg	WFVA	TP
Harrisonburg	WSVA	TP
Lynchburg	WLVA	TP
Newport News	WGH	AP
Norfolk	WTAR	UP
Richmond	WMBG	TP
Richmond	WRNL	UP
Richmond	WRTD	TP
Richmond	WRVA	UP
Roanoke	WDBJ	AP
Suffolk	WLPM	UP

WASHINGTON

City	Station	Service
Aberdeen	KXRO	UP
Bellingham	KVOS	INS
Centralia	KELA	TP
Everett	KRKO	TP
Longview	KWLK	AP
Olympia	KGY	TP, UP
Seattle	KIRO	TP
Seattle	KJR	UP
Seattle	KOMO	UP
Seattle	KRSC	TP
Seattle	KOL	UP
Seattle	KXA	INS
Spokane	KFIO	UP
Spokane	KFPY	UP
Spokane	KGA	UP
Spokane	KHQ	UP
Tacoma	KMO	UP
Wenatchee	KPQ	INS
Vancouver	KVAN	UP
Walla Walla	KUJ	UP
Yakima	KIT	UP

WEST VIRGINIA

City	Station	Service
Beckley	WJLS	UP
Bluefield	WHIS	AP
Charleston	WCHS	UP
Charleston	WGKV	UP
Clarksburg	WBLK	UP
Fairmont	WMMN	INS
Huntington	WSAZ	AP
Parkersburg	WPAR	UP
Wheeling	WWVA	INS
Williamson	WBTH	UP

WISCONSIN

City	Station	Service
Appleton	WHBY	UP
Eau Claire	WEAU	UP
Fond du Lac	KFIZ	UP
Green Bay	WTAQ	UP
Janesville	WCLO	AP
La Crosse	WKBH	UP
Madison	WIBA	UP
Manitowac	WOMT	UP
Marinette	WMAM	TP
Milwaukee	WEMP	UP
Milwaukee	WISN	INS
Milwaukee	WTMJ	UP
Poynette	WIBU	UP
Racine	WRJN	TP
Rice Lake	WJMC	TP
Sheboygan	WHBL	UP
Stevens Point	WLBL	AP
Wausau	WSAU	UP

WYOMING

City	Station	Service
Casper	KDFN	TP
Rock Springs	KVRS	TP
Sheridan	KWYO	TP

ALASKA

City	Station	Service
Anchorage	KFQD	TP
Fairbanks	KFAR	AP, TP
Juneau	KINY	TP

HAWAII

City	Station	Service
Hilo	KHBC	UP
Honolulu	KGMB	UP
Honolulu	KGU	TP

PUERTO RICO

City	Station	Service
Mayaguez	WPRA	TP
Ponce	WPRP	TP
San Juan	WKAQ	TP
San Juan	WNEL	TP

UP CANADIAN CLIENTS

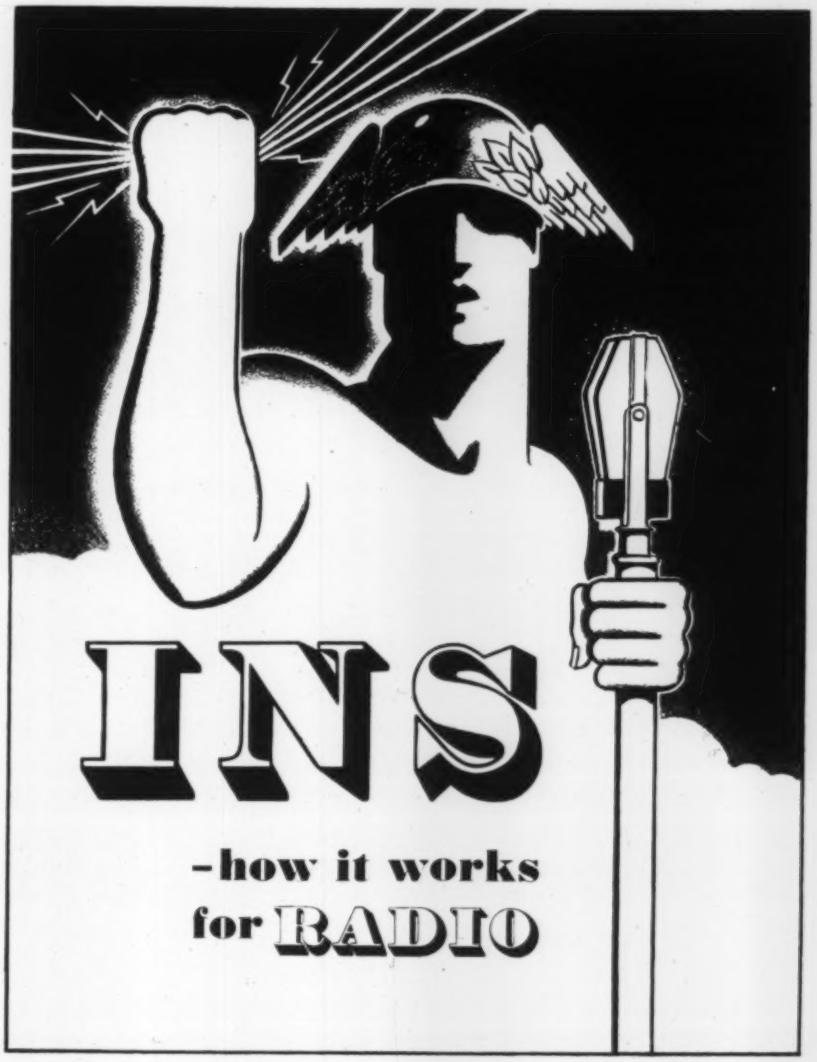
(As reported by UP)

City	Station
Brandon, Man.	CKX
Calgary, Alta.	CFCN
Edmonton, Alta.	CFRN
Halifax, N. S.	CHNS
Kenora, Ont.	CKCA
Lethbridge, Alta.	CJOC
Montreal, Que.	CKAC
Moose Jaw, Sask.	CHAB
New Carlisle, Que.	CHCN
Prince Albert, B. C.	CKB
Quebec, Que.	CHRC
Regina, Sask.	CKCK
Saskatoon, Sask.	CFQC
Toronto, Ont.	CFRC
Vancouver, B. C.	CJOR
Windsor, Ont.	CKLW
Winnipeg, Man.	CKY

TP CANADIAN CLIENTS

(As reported by stations)

City	Station
Brantford, Ont.	CKPC
Calgary, Alta.	CFCN
Campbellton, N. B.	CKNB
Charlottetown, P. E. I.	CFCY
Chatham, Ont.	CFCO
Flin Flon, Man.	CFAR
Fredericton, N. B.	CFNB
Grande Prairie, Alta.	CFGP
Halifax, N. S.	CHNS
Hamilton, Ont.	CHML
Kirkland Lake, Ont.	CJKL
Kitchener, Ont.	CKCR
Moncton, N. B.	CKCW
Montreal, Que.	CFCF
New Carlisle, Que.	CHNC
Ottawa, Ont.	CKCO
Regina, Sask.	CJRM
Rimouski, Que.	CJBR
Rouyn, Que.	CKRN
Stratford, Ont.	CJCS
St. Catherines, Ont.	CKTB
Sault Ste. Marie	CJIC
Sydney, N. S.	CJCB
Timmins, Ont.	CKGB
Toronto, Ont.	CKCL
Vancouver, B. C.	CJOR
Wingham, Ont.	CKNX
Winnipeg, Man.	CJRC
Yarmouth, N. S.	CJLS



News broadcasts have become an integral part of American life. But to be worthy of a good broadcasting station the news source must be speedy, accurate, and complete. It must have world-wide connections, the very latest mechanical equipment, alert editors and the prestige of a great name. In all these requirements INS excels. A new brochure which will greatly help you in planning news broadcasts as a profitable investment will be sent on request.

INTERNATIONAL NEWS SERVICE

235 EAST 45th STREET, NEW YORK

Member Newspapers Broadcasting Associated Press News

(Call letters in parentheses indicate stations owned in whole or part by newspaper)

ALABAMA
Birmingham Age-Herald (WSGN)
Birmingham News (WSGN)

ARKANSAS
Hot Springs New Era
Hot Springs Sentinel

CALIFORNIA
Long Beach Press-Telegram
Monterey Peninsula Herald (KDON)
Oakland Tribune (KLX)
Santa Rosa Press Democrat (KSRO)
Watsonville Pajaronian (KHUB)

COLORADO
Colorado Springs Gazette
Colorado Springs Telegraph
Pueblo Chieftain
Pueblo Star Journal
Grand Junction Daily Sentinel

CONNECTICUT
Hartford Times (WTHT)
Waterbury American (WBRY)
Waterbury Republican (WBRY)

DISTRICT OF COLUMBIA
Washington Star (WMAL)

FLORIDA
Gainesville Sun
Pensacola Journal (WCOA)
Pensacola News (WCOA)

GEORGIA
Athens Banner Herald (WGAU)
Atlanta Journal (WSB and WAGA)
Macon Telegraph
Waycross Journal-Herald (WAYX)

IDAHO
Boise Idaho Statesman

ILLINOIS
Aurora Beacon-News
Champaign News-Gazette (WDWS)
Decatur Review (WSOY)
Decatur Herald (WSOY)
Urbana Daily Illini
Chicago Tribune (WGN)

INDIANA
Indianapolis News

IOWA
Sioux City Journal (KSCJ)
Des Moines Register-Tribune (KSO-KRNT)
Iowa City Daily Iowan
Mason City Globe Gazette (KGLO)

KANSAS
Coffeyville Journal (KGGF)
Dodge City Globe (KGNO)
Great Bend Tribune
Manhattan Mercury
Salina Journal (KSAL)
Topeka Capital (WIBW)

KENTUCKY
Paducah Sun-Democrat
Owensboro Messenger (WOMI)
Owensboro Inquirer (WOMI)

LOUISIANA
Lafayette Advertiser (KVOL)

MAINE
Bangor Commercial

Resolution adopted by Associated Press executive committee May 24, prescribing terms of sponsorship of AP news:

Whereas, the membership at the last annual meeting urged that consideration be given to the matter of broadcasting of Associated Press News on commercially sponsored programs, and it has been necessary to establish tentative rules and regulations governing the broadcasting of such news,

Be it resolved: That the resolutions adopted on Oct. 5, 1933; Oct. 4, 1935; and Jan. 10, 1936, respecting the broadcasting of news of the Associated Press to be amended to read as follows:

Resolved: That the general news of the Associated Press may be broadcast by a member with or without commercial sponsorship until further notice, under the following rules and regulations:

That such news be broadcast only from the member's city of publication and in accordance with the regulations as to hours of publication, except as otherwise adjusted by concurrence of members in a city;

That if the broadcasting of such news is not commercially sponsored the members shall pay a special additional assessment therefor amounting to 5% of the first wire and general charge elements of the member's weekly assessment, and news of the Associated Press shall in all cases be credited to it;

That if the broadcasting of such news is part of a commercially sponsored program a special additional assessment shall be levied which shall be not less than 25% of the first wire and general charge elements of the city's assessment in the field in which the member broadcasts, plus any extra wire expense or other supplemental costs; such assessments are to be subject to revision by the board of directors; if two or more members occupying the same field broadcast Associated Press news in sponsored programs the special additional assessment is to be shared.

That sponsored programs shall be broadcast by the member in the name of his newspaper and the Associated Press shall not be identified therewith, nor shall news from other sources be included in such broadcast;

That the responsibilities of the member to guard the integrity of the news and protect the Associated Press shall apply in connection with all broadcasting;

That the special broadcasting assessment shall not apply to those broadcasting only EOS (extraordinary occasion service);

That commitments by members for the broadcasting of Associated Press news shall in all cases contain the provision that such broadcasting is subject to the rules and regulations of the Associated Press. In order to be able to conform to any change in these regulations found necessary to express more nearly the equities involved members shall for the present and until further notice make no commitments that are not terminable on three months' notice;

That the management be authorized to require from members broadcasting Associated Press news under sponsorship such reports as are necessary to assure compliance with the regulations governing such broadcasting.

And be it further resolved:

That if any provision of this resolution conflicts with any provision of a prior resolution or resolutions, the provision of this resolution shall prevail.

MASSACHUSETTS
Boston Herald
Boston Traveler
Lawrence Eagle (WLAW)
Lawrence Tribune (WLAW)
Lowell Evening Leader
Worcester Gazette (WTAG)
Worcester Telegram (WTAG)

MICHIGAN
Calumet News-Journal (WHDF)
Battle Creek Enquirer & News (WELL)
Ironwood Globe
Jackson Citizen-Patriot
Muskegon Chronicle

MINNESOTA
Duluth News-Tribune
Minneapolis Tribune (WTCN)
Winona Republican-Herald (KWNO)
St. Cloud Times (KFAM)

MISSISSIPPI
Vicksburg Post (WQBC)
Vicksburg Herald (WQBC)

MISSOURI
Jefferson City Post Tribune (KWOS)
Jefferson City Capital News (KWOS)
Kansas City Star (WDAF)
Kansas City Times (WDAF)
St. Louis Post-Dispatch (KSD)

NEBRASKA
Norfolk Daily News (WJAG)

NEW HAMPSHIRE
Portsmouth Herald

NEW YORK
New York Herald-Tribune (WQXR*)
Auburn Citizen-Advertiser (WMBO)
Elmira Star Gazette (WESG-WENY)
Rochester Democrat & Chronicle (WHEC)
Rochester Times-Union (WHEC)
White Plains Dispatch

**No ownership involved but newspaper uses this station.*

NORTH DAKOTA
Bismarck Tribune
Mandan Pioneer

OHIO
Youngstown Vindicator (WFMJ)
Canton Repository (WHBC)
Columbus Ohio State Journal (WBNS)
Cincinnati Times-Star (WKRC)

OKLAHOMA
Ada News
Ardmore Ardmoreite
Enid Eagle (KCRC)
Enid News (KCRC)
Muskogee Phoenix (KBIX)
Muskogee Times-Democrat (KBIX)
Oklahoma City Oklahoman (WKY)
Shawnee Star (KGFF)
Shawnee News (KGFF)

OREGON
Roseburg News-Review (KRNR)

PENNSYLVANIA
Uniontown Herald
Uniontown Genius

RHODE ISLAND
Providence Journal
Providence Bulletin

SOUTH DAKOTA
Pierre Capital-Journal
Aberdeen American
Aberdeen News
Rapid City Journal

TEXAS
Port Arthur News
Fort Worth Star Telegram (WBAP-KGKO)
Longview News
Beaumont Enterprise (KRIC)
Beaumont Journal (KRIC)
Houston Post (KPRC)
Vernon Record (KVWC)

UTAH
Ogden Standard-Examiner (KLO)

VIRGINIA
Roanoke World-News (WDBJ)
Roanoke Times (WDBJ)
Newport News Press (WGH)
Newport News Times-Herald (WGH)

WASHINGTON
Longview News (KWLK)
Tacoma Ledger
Tacoma News-Tribune

WEST VIRGINIA
Bluefield Sunset-News (WHIS)
Bluefield Telegraph (WHIS)
Clarksburg Exponent (WBLK)
Charleston Daily Mail
Huntington Herald Dispatch (WSAZ)
Huntington Advertiser (WSAZ)

WISCONSIN
Janesville Gazette (WCLO)
Stevens Point Journal

ALASKA
Fairbanks News Miner (KFAR)

WQXR

AND

NEW YORK
Herald Tribune
offer
ASSOCIATED PRESS NEWS

The combination of Herald Tribune editing and the reputation of WQXR for reaching the "better-than-average" buyer, presents an opportunity for the advertiser to sell where the selling is best.

For Availabilities Write or Wire
WQXR
Interstate Broadcasting Co., Inc.
730 Fifth Avenue
New York

Directory of

Newspaper Ownership and Control of Broadcasting Stations

(Includes sales and transfers to newspaper interests pending FCC approval)

Revised to January 15, 1940; Copyright 1940 by Broadcasting Publications Inc.

EXACTLY 269 broadcasting stations in the United States and Hawaii and 26 in Canada had newspaper interests identified with their ownership as of Jan. 15, 1940, including those with FCC action on transfers of ownership still pending. The detailed tabulation, showing stock interests and including the pending purchases, is presented herewith.

ALABAMA

WSGN, Birmingham—Licensed to Birmingham News Co.; 85% of stock owned by Victor Hanson, publisher of *Birmingham News* and *Birmingham Age-Herald.*

WHMA, Anniston—Licensed to Harry M. Ayers, publisher of *Anniston Star.*

WSFA, Montgomery—Licensed to Montgomery Broadcasting Co. Inc.; one-third interest owned by R. F. Hudson, publisher of *Montgomery Advertiser;* one-third by Howard E. Pill, general manager; one-third by H. S. Durden.

ARIZONA

KWJB, Globe—Licensed to Sims Broadcasting Co., a partnership of Rev. William J. Sims, John Sims and Bartley T. Sims; John Sims is head of Sims Printing Co. and publishes the political weekly *Arizona Fex.*

KCRJ, Jerome—Licensed to Central Arizona Broadcasting Co.; 60% of stock owned by Mrs. W. P. Stuart, wife of publisher of the *Prescott* (Ariz.) *Courier.*

KTAR, Phoenix—Licensed to KTAR Broadcasting Co.; 77.3% of stock owned by Arizona Publishing Co., publishers of *Phoenix Arizona Republic* and *Phoenix Gazette.*

KOY, Phoenix — Licensed to Salt River Valley Broadcasting Corp., 100% owned by Burridge D. Butler, publisher of *The Prairie Farmer,* Chicago, also owner of WLS, Chicago.

KVOA, Tuscon—Licensed to KTAR Broadcasting Co. (same ownership as KTAR, Phoenix.)

KYUM, Yuma—CP issued to Yuma Broadcasting Co., 45% owned by KTAR Broadcasting Co. (see KTAR and KVOA.)

ARKANSAS

KELD, El Dorado—Licensed to Radio Enterprises Inc.; 80% of stock owned by T. H. Barton, chief owner of *Arkansas Farmer,* Little Rock, and *Pulaski Weekly Herald,* Little Rock.

KCMC, Taxarkana—Licensed to KCMC, Inc.; 90% owned by Texarkana Newspapers Inc., publisher of *Texarkana Gazette* and *Texarkana News* and 10% owned equally by board of five directors.

KGHI, Little Rock—Licensed to Arkansas Broadcasting Co.; 16.1% of stock owned by Gazette Publishing Co., *Little Rock Arkansas Democrat;* 63.98% by A. L. Chilton; 10% by R. E. Steuber, Little Rock.

KLRA, Little Rock—Licensed to Arkansas Broadcasting Co.; same ownership as KGHI.

KARK, Little Rock—Licensed to Radio Enterprises Inc.; see KELD, El Dorado.

CALIFORNIA

KERN, Bakersfield—Licensed to McClatchy Broadcasting Co.; same ownership as *Sacramento Bee, Fresno Bee, Modesto Bee* (McClatchy Newspapers).

KHSL, Chico—Licensed to Ray McClung, (deceased) co-publisher of *Merced* (Cal.) *Sun-Star,* 150 shares; Horace E. Thomas, publisher of *Marysville* (Cal.) *Appeal-Democrat,* 75 shares; Stanley R. Pratt, Chico, 75 shares.

KIEM, Eureka — Licensed to Redwood Broadcasting Co. Inc., 20.8% of stock owned by Standard Printing Co., publisher of *Humboldt Standard;* 20% by Times Publishing Co., publisher of *Humboldt Times;* 50.3%, William B. Smullin.

KMJ, Fresno — Licensed to McClatchy Broadcasting Co.; same ownership as *Fresno Bee, Sacramento Bee, Modesto Bee* (McClatchy Newspapers).

KEHE, Los Angeles—Licensed to Hearst Radio Inc., affiliated with *Los Angeles Herald* (under option to be sold to Earle A. Anthony, operator of KFI and KECA, Los Angeles).

KMYC, Marysville, Cal.—CP issued Jan. 17, 1940, to Horace E. Thomas, publisher of *Marysville & Yuba City Appeal-Democrat,* 50%; Hugh McClung, publisher of *Merced Sun-Star,* 49.5%.

KDON, Monterey—Licensed to Monterey Peninsula Broadcasting Co.; 50½% of stock owned by Allen Griffen, publisher of *Monterey Peninsula Herald;* 49½% by Salinas Newspapers, Inc., publishers of *Salinas Index-Journal* and *Post* (Speidel Newspapers).

KYOS, Merced—Licensed to Merced Star Broadcasting Co., same ownership as *Merced Sun-Star.*

KLX, Oakland—Licensed to Tribune Building Co.; same ownership as *Oakland Tribune.*

KVCV, Redding — Same ownership as KHSL, Chico, Cal.

KFBK, Sacramento — Licensed to McClatchy Broadcasting Co.; same ownership as *Sacramento Bee, Fresno Bee, Modesto Bee* (McClatchy Newspapers).

KYA, San Francisco—Licensed to Hearst Radio Inc.; interlocking ownership with *San Francisco Examiner.*

KTMS, Santa Barbara—Licensed to News Press Publishing Co., publisher of *Santa Barbara News* and *Press* (T. M. Storke, publisher, owns 100% of common stock).

KSRO, Santa Rosa — Licensed to Press-Democrat Publishing Co., publisher of *Santa Rosa Press-Democrat* and *Santa Rosa Republican.*

KWG, Stockton—Licensed to McClatchy Broadcasting Co.; same ownership as *Sacramento Bee, Modesto Bee, Fresno Bee* (McClatchy Newspapers).

KTKC, Visalia—Licensed to Tulare-Kings County Associates: Charles A. Whitmore, publisher of *Visalia Times-Delta,* 37½% of stock; Homer A. Wood, publisher of *Porterville Recorder,* 25%: Percy M. Whiteside, publisher of *Tulare Advance-Record* and *Times,* 25%; J. E. Richmond, publisher of *Hanford Sentinel* and *Journal,* 12½%.

WHUB, Watsonville—Licensed to John P. Scripps, chief stockholder in John P. Scripps Newspapers (*Watsonville Register* and *Pajaronian, Santa Ana Journal, Ventura Star & Free Press, Santa Paula Chronicle*).

COLORADO

KVOR, Colorado Springs—Licensed to Out West Broadcasting Co.; 33% stockholders each are E. K. Gaylord and Edgar T. Bell, officers and directors, and 33% by the Oklahoma Publishing Co., publisher of *Oklahoma City Daily Oklahoman, Oklahoma City Times* and *The Farmer Stockman.*

KLZ, Denver—Licensed to KLZ Broadcasting Co.; stockholders are E. K. Gaylord Inez K. Gaylord, Edgar T. Bell and Herbert M. Peck, all officers, directors or stockholders in the Oklahoma Publishing Co., publisher of the *Oklahoma City Daily Oklahoman, Oklahoma City Times* and *The Farmer Stockman.*

(*Continued on page 206*)

There were lots of things Little Sally didn't find!

LITTLE SALLY was the most inquisitive visitor we've ever had at WKRC. She was so "thrilled" with things behind the mike, that she spent a whole day heckling the talent, engineers, and announcers who produce Cincinnati's biggest local shows. She inspected our WKRC transmitter atop Hotel Alms, and exploded "My Goodness" when told over 5,000,000 people can hear WKCR's top-of-the-dial signal during the day.

Sally said she'd read "lots" about WKRC in newspaper ads and stories. She'd seen WKRC in the movies, in store displays and taxi cards all over town. But among the things she didn't know was that this is all part of Cincinnati's most complete and effective merchandising service. And that it includes radio's most whole-hearted and responsive co-operation with local dealers.

If you'll write, we'll tell you all that Sally found, plus much more that's in the file marked "Advertisers Only".

Now owned and operated by the Cincinnati Times-Star

WKRC

5000 Watts Day
1000 Watts Night
550 Kilocycles

CINCINNATI'S BASIC STATION FOR THE MUTUAL BROADCASTING SYSTEM

National Representative: WEED & COMPANY, New York • Chicago • Detroit • San Francisco

Newspaper Ownership and Control of Broadcasting Stations

(Continued from page 204)

CONNECTICUT

WTHT, Hartford—Licensed to the Hartford Times Inc., publisher of *Hartford Times;* 73.58% of stock owned by the Gannett Newspapers; 13.93% owned by Lewis Henry.

WBRY, Waterbury—Licensed to the American-Republican Inc., publisher of *Waterbury Republican* and *Waterbury American.*

DELAWARE

WDEL, Wilmington—Licensed to WDEL Inc.; same ownership as *Lancaster* (Pa.) *New Era* and *Lancaster Intelligencer-Journal* (Mason-Dixon Group).

WILM, Wilmington—Licensed to Delaware Broadcasting Co.; same ownership as *Lancaster* (Pa.) *New Era* and *Lancaster Intelligencer-Journal* (Mason-Dixon Group).

DISTRICT OF COLUMBIA

WMAL, Washington—Capital stock of M. A. Leese Radio Corp., owned by *Washington Star;* station operating under lease by NBC until Feb. 1, 1941.

FLORIDA

WJHP, Jacksonville—CP issued to The Metropolis Co.; same ownership as *Jacksonville Journal.* (See WCOA, Pensacola.)

WIOD, Miami—Licensed to Isle of Dreams Broadcasting Corp.; stock all owned by Metropolis Publishing Co., publisher of *Miami Daily News;* same ownership as *Dayton* (O.) *Daily News, Atlanta Journal, Springfield* (O.) *News* and *Sun* (James M. Cox).

WKAT, Miami Beach—Licensed to A. Frank Katzentine, 33-1/3% owner of *The Society Pictorial*, a weekly resort newspaper.

WDLP, Panama City—CP issued to Panama Bcstg. Co.; one-third of the stock owned by E. D. DeWitt, retired newspaper broker and president of *Long Branch* (N. J.) *Record.*

WCOA, Pensacola—Licensed to Pensacola Broadcasting Co.; John H. Perry, 79% stockholder, is publisher of *Pensacola Journal, Pensacola News, Jacksonville Journal, Panama City* (Fla.) *News-Herald; Lynn Haven* (Fla.) *Free Press; St. Andrews Bay* (Fla.) *News; Reading* (Pa.) *Times.*

WTSP, St. Petersburg—Under purchase option to Nelson Poynter, publisher of *St. Petersburg Times.*

WTAL, Tallahassee—Licensed to Florida Capitol Broadcasters Inc.; 30 out of 60 shares of stock owned by Gilbert Freeman, major stockholder in *Highlands County Pilot, Scenic Highlands Sun, Lake Placid News*, all Florida weeklies with headquarters in Avon Park, Fla.; 10 shares owned by Vera Freeman, 10 by G. C. Rankin, 10 by J. C. Cardwell.

WDAE, Tampa—Licensed to Tampa Times Co., publisher of *Tampa Times.*

WFLA, Tampa—Licensed to Florida West Coast Broadcasting Co.; 55% of stock owned by publisher of *Tampa Tribune;* 15% by W. Walter Tison, manager.

GEORGIA

WGAU, Athens—Licensed to J. K. Patrick, Earl Braswell, Tate Wright, C. A. Rowland and A. Lynne Bannen, a partnership. Mr. Braswell is publisher of the *Athens Banner-Herald.*

WSB, Atlanta—Licensed to Atlanta Journal Co., publisher of *Atlanta Journal* (James M. Cox).

WAGA, Atlanta — Licensed to Liberty Broadcasting Corp.; 40% of stock owned by *Atlanta Journal*, 60% by Norman K. Winston, New York (transfer to James M. Cox Jr., *Atlanta Journal*, pending).

WMJM, Cordele—CP issued to Cordele Dispatch Publishing Co., publisher of *Cordele Dispatch;* John W. Greer, president, 69%.

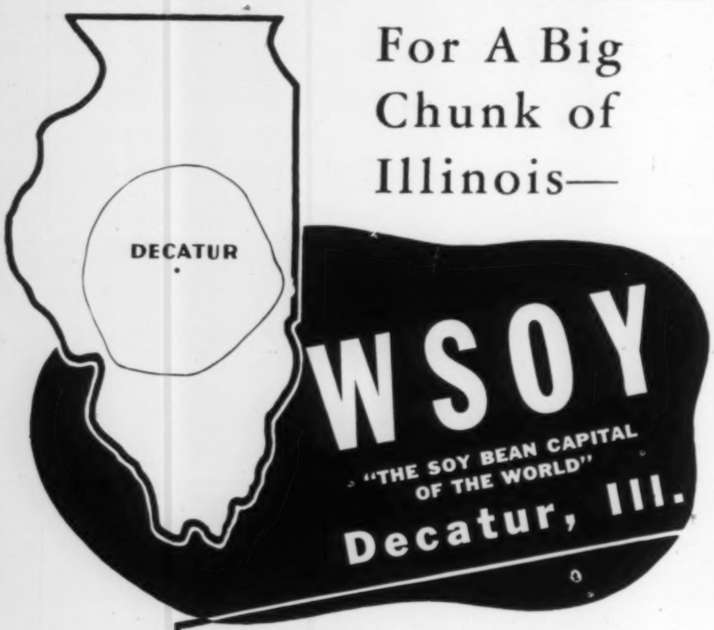
WAYX, Waycross—Licensed to Jack Williams, publisher of *Waycross Journal-Herald.*

ILLINOIS

WAAF, Chicago—Licensed to Ralph W. Dawson, et al, all stockholders in *Chicago Daily Drovers Journal.*

WGN, Chicago—Licensed to WGN, Inc., 100% subsidiary of The Tribune Co., publisher of *Chicago Tribune.*

For A Big Chunk of Illinois—


DECATUR
WSOY
"THE SOY BEAN CAPITAL OF THE WORLD"
Decatur, Ill.

Business happens to be unusually good here in Central Illinois—the 750,000 people served by WSOY, Decatur, are enjoying better than average prosperity because a pot of beans turned out to be a pot of gold.

Soybeans—America's new big money crop—make a $32,000,000 income for us since this is the Soybean Capital of the World. What's more—our manufacturing plants are working 2 and 3 shifts and retail business is up 12% to 15%.

WSOY is a local station with regional average because of ideal ground conditions. Good channel — excellent equipment. Formerly WJBL. 250 W. 1310 on your dial. 18 hours daily.

WSOY

WLS, Chicago—Licensed to Agricultural Broadcasting Co.; 98% of stock owned by Prairie Farmer Publishing Co., publisher of *The Prairie Farmer*, a weekly.

WDWS, Champaign—Licensed to Champaign News-Gazette, Inc., publisher of *Champaign News-Gazette.*

WDAN, Danville—Licensed to Northwestern Publishing Co., publisher of *Danville Commercial-News* (Gannett).

WSOY, Decatur — Licensed to Decatur Newspapers Inc., publisher of *Decatur Herald* and *Review.*

WGIL, Galesburg—Licensed to Galesburg Broadcasting Co.; 60 out of 100 shares of stock owned by executives of *Galesburg Register-Mail.*

WROK, Rockford—Licensed to Rockford Broadcasters Inc.; 78.6% of stock owned by Rockford Consolidated Newspapers Inc., publisher of *Rockford Register-Republic;* 19.6% owned by Lloyd C. Thomas.

WHBF, Rock Island—Licensed to Rock Island Broadcasting Co.; controlling stockholders, officers and directors own all stock of J. W. Potter Publishing Co., publisher of *Rock Island Argus.*

WCBS, Springfield—Licensed to WCBS, Inc., 49% of stock owned by Ira C. Copley, publisher of the *Springfield Illinois State Journal*, 1% by A. W. Shipton, general manager of *Illinois State Journal.*

INDIANA

WTRC, Elkhart—Licensed to the Truth Publishing Co. Inc., publisher of *Elkhart Daily Truth.*

WFBM, Indianapolis—Licensed to WFBM Inc.; chief owners are Harry M. Bitner, publisher of *Pittsburgh Sun-Telegraph* (Hearst newspaper, but station is personal investment) and Jesse M. Kaufman, part owner of KFNF, Shenandoah, Ia.

WIRE, Indianapolis—Licensed to Central Newspapers Inc. (E. C. Pulliam), publisher of *Huntington-Herald-Press, Lebanon Reporter* and *Vincennes Sun-Commercial*, all Indiana dailies.

WSBT, South Bend—Licensed to the *South Bend Tribune.*

WFAM, South Bend—Licensed to the *South Bend Tribune.*

WAOV, Vincennes—CP issued to Vincennes Newspapers Inc., publisher of *Vincennes Sun-Commercial* (same ownership as WIRE, Indianapolis).

IOWA

WMT, Cedar Rapids—Licensed to Iowa Broadcasting Co., subsidiary of the Register & Tribune Co., publisher of *Des Moines Register* and *Des Moines Tribune;* also publishers of *Minneapolis Star-Journal* and *Look* Magazine.

KRNT, Des Moines—Licensed to Iowa Broadcasting Co. (see WMT).

KSO, Des Moines—Licensed to Iowa Broadcasting Co. (see WMT).

KDTH, Dubuque—CP issued to *Dubuque Telegraph-Herald* (Grant suspended pending litigation).

KGLO, Mason City—Licensed to Mason City Globe-Gazette Co., publisher of *Mason City Globe-Gazette* (Lee Syndicate).

KFNF, Shenandoah—Licensed to KFNF Inc.; 48.75% of stock and option on remainder owned by Des Moines Register & Tribune interests, who have sold it subject to FCC approval to owners of *Omaha World-Herald.*

KSCJ, Sioux City—Licensed to the Perkins Brothers Co., publisher of *Sioux City Journal.*

KTRI, Sioux City—Licensed to Sioux City Broadcasting Co.; 50% owned by *Sioux City Tribune* and 50% by Dietrich Dirks.

KANSAS

KGGF, Coffeyville—Licensed to Hugh J. Powell, publisher of *Coffeyville Daily Journal.*

KGNO, Dodge City—Licensed to Dodge City Broadcasting Co. Inc.; 94% of stock owned by J. C. Denious, publisher of the *Dodge City Daily Globe.*

KGKN, Kansas City—Licensed to Capper Publications Inc., controlled by Senator Arthur Capper, publisher of *Kansas City Kansan* and *Topeka Capital.*

KSAL, Salina—Licensed to KSAN Inc., controlled by R. J. Laubengayer, publisher of *Salina Journal*, who also holds interests in the *Hays Daily News, Goodland Daily News* and *Hill City Times* (weekly), all in Kansas.

WIBW, Topeka—Licensed to Capper Publications Inc., controlled by Senator Arthur Capper, publisher of *Topeka Capital* and *Kansas City Kansan.*

KFH, Wichita—Licensed to Radio Station KFH Co.; 50% of stock owned by Victoria Murdock Estate, publisher of the *Wichita Eagle;* 25% of stock owned by John Rigby, Beverly Hills, Cal.; 25% by Mrs. Anna Scott Gray, Piedmont, Cal. (Mr. Rigby and Mrs. Gray are former owners of the Hotel Lassen, Wichita.)

KENTUCKY

WCMI, Ashland—Licensed to Ashland Broadcasting Co.; minority stock owned by officers of Ashland Publishing Co., publisher of *Ashland Independent.*

WLAP, Lexington—Licensed to American Broadcasting Corp. of Kentucky; 85% owned by J. Lindsey Nunn, minority stockholder in *El Paso* (Tex.) *Times;* 13% owned by Gilmore N. Nunn.

WHAS, Louisville—Licensed to Louisville Times Co., publisher of *Louisville Courier-Journal* and *Louisville Times.*

WOMI, Owensboro—Licensed to Owensboro Broadcasting Co. (Lawrence W. Hager, publisher, Bruce Hager, general manager, and George N. Fuqua, business manager, of *Owensboro Messenger* and *Inquirer.*)

LOUISIANA

WJBO, Baton Rouge—Licensed to Baton Rouge Broadcasting Co. Inc.; 99.2% of stock owned by Charles P. Manship, president of the Capital City Press, publisher of the *Baton Rouge Advocate* and *Baton Rouge State Times.*

KVOL, Lafayette—Licensed to Evangeline Broadcasting Co. Inc.; 50% of stock owned by Lafayette Advertiser-Gazette Inc., publisher of the *Lafayette Daily Advertiser.* Morgan Murphy, president of newspaper corporation, also owns controlling interest in *Superior-Telegram, Chippewa Falls Herald, Manitowoc Times* and *Two Rivers Reporter*, all in Wisconsin.

KTBS, Shreveport—Licensed to Tri-State Broadcasting System Inc.; 99.94% of stock owned by Times Publishing Co. Ltd., publisher of *Shreveport Times.*

KWKH, Shreveport—Licensed to International Broadcasting Corp.; 100% of stock owned by Times Publishing Co. Ltd., publisher of *Shreveport Times.*

MAINE

WGAN, Portland—Licensed to Portland Broadcasting System Inc.; 495 out of 500 shares owned by Gannett Publishing Co. Inc., publisher of *Portland Press Herald* and *Portland Express; Augusta Kennebec Journal* and *Waterville Sentinel.*

WCOU, Lewiston—Licensed to Twin City Broadcasting Co.; stockholders are Jean B. Couture, Faust O. Couture, Valdor L. Couture and Bernard R. Howe, owners of *Le Messenger*, French language daily.

MARYLAND

WBAL, Baltimore — Licensed to WBAL Broadcasting Co.; affiliate of Hearst Radio Inc., and *Baltimore News-Post* and *American.*

MASSACHUSETTS

WLAW, Lawrence—Licensed to Hildreth & Rogers Co., publisher of *Lawrence Eagle* and *Tribune.*

WNBH, New Bedford—Licensed to E. Anthony & Sons Inc., publisher of *New Bedford Mercury, New Bedford Standard-Times* and *Hyannis* (Mass.) *Cape Cod Standard-Times;* Basil Brewer, publisher and general manager, owns 55.5% of stock; International Paper Sales Co., New York, 41.3%.

WTAG, Worcester—Licensed to Worcester Telegram Publishing Co. Inc., publisher of *Worcester Telegram & Worcester Gazette.*

MICHIGAN

WELL, Battle Creek—Licensed to publishers of *Battle Creek Enquirer & News, Grand Rapids Herald* and *Lansing State Journal.*

WHDF, Calumet—27% of stock held by William G. Rice, publisher, and 5.5% by John W. Rice, general manager, of *Calumet News* and *Houghton Daily Mining Gazette.*

WJBK, Detroit—Licensed to James F. Hopkins Inc.; 16-2/3% of stock owned by John Lord Booth, stockholder in Booth Newspapers of Michigan but not actively engaged in newspaper operation.

WMBC, Detroit—Licensed to Michigan Broadcasting Co.; 62% of stock owned by John Lord Booth, stockholder in Booth Newspapers of Michigan but not actively engaged in newspaper operation.

(Continued on page 208)

COMPLETE MERCHANDISING SERVICE

For Radio Advertisers in Shreveport, One of the Nation's Richest Markets

Not only do KWKH and KTBS, the Shreveport Times Stations, afford you the power, the programs and the rich market for your products advertised over these two popular stations but we give you gratis the finest merchandising service obtainable.

Complete publicity tie-ups . . . experienced merchandising men to work with your distributors and dealers . . . personal calls . . . up-to-the-minute grocery and drug route lists . . . mailing campaigns . . . etc., are all a part of the merchandising service offered by KWKH and KTBS, the only network stations within 175 miles of Shreveport. Incidentally, KWKH was surpassed by only one other station in Wheaties baseball promotion in 1939.

More People Live Within 150 Miles of Shreveport Than Live Within the Entire State of Louisiana

Here in Shreveport we have a natural market within 150 mile radius with a greater population than in the entire state of Louisiana.

Serving North Louisiana, East Texas and South Arkansas, Shreveport offers unexcelled sales opportunities for radio advertisers in 1940.

Put Your Advertising Dollars to Work Over These Two Powerful and Popular Radio Stations

In the Center of the World's Greatest Oil and Gas Area

KWKH
50,000 WATTS CBS

REPRESENTED BY THE BRANHAM CO.

KTBS
1,000 WATTS NBC

SHREVEPORT • LA •

THE SHREVEPORT TIMES STATIONS

Newspaper Ownership and Control of Broadcasting Stations

(*Continued from page 206*)

WWJ, Detroit—Licensed to Evening News Association, publisher of *Detroit News.*

WDMJ, Marquette—Licensed to Lake Superior Broadcasting Co.; 95% of stock owned by Daily Mining Journal Co. Ltd., publisher of *Marquette Mining Journal.* Same interests are chief owners of *Rhinelander* (Wis.) *News* and *Iron Mountain* (Mich.) *News.*

WCAR, Pontiac—Licensed to Pontiac Broadcasting Co.; 50% stock owned by H. Y. Levinson, publisher of *Farmington Enterprise* (weekly).

WSOO, Sault Ste. Marie—CP issued to Hiawathaland Broadcasting Co.; 33% of stock owned by George A. Osborn, publisher of *Sault Ste. Marie News.*

MINNESOTA

KATE, Albert Lea—Licensed to Albert Lea Broadcasting Corp; 49% owned by E. L. Hayek, president of Trades Publishing Co., Albert Lea, publisher of *Northwestern Jeweler;* 24% by J. George Wolf; 24% by William B. Wolf.

WEBC, Duluth—Licensed to Head of the Lakes Broadcasting Co.; 32% of stock owned by Evening Telegram Co., Superior, Wis., publisher of *Superior Telegram;* 32% shares by Northwest Paper Co., 20% by Morgan Murphy, president of Morning Telegram Co.; 10% by W. C. Bridges, manager of WEBC.

WMFG, Hibbing—Licensed to Head of the Lakes Bcstg. Co.; see WEBC, Duluth.

WTCN, Minneapolis—Licensed to Minnesota Broadcasting Corp.; 50% of stock owned by Dispatch-Pioneer Press Co., publisher of the *St. Paul Dispatch* and *St. Paul Pioneer Press;* 50% of stock owned by Minnesota Tribune Co., publisher of the *Minneapolis Tribune.*

KFAM, St. Cloud—Licensed to Times Publishing Co., publisher of *St. Cloud Times-Journal.*

WHLB, Virginia—Licensed to Head of the Lakes Broadcasting Co.; see WEBC, Duluth.

KWNO, Winona—Licensed to Winona Radio Service; a partnership comprising H. R. Weicking, editor, and M. H. White, business manager of *Winona Republican-Herald.*

MISSISSIPPI

WCOC, Meridian—Licensed to Mississippi Broadcasting Co. Inc.; 100% of stock owned by R. S. Gavin and D. W. Gavin, owners of *Clark County Tribune,* Quitman, Miss. (weekly).

WQBC, Vicksburg—Licensed to Delta Broadcasting Co. Inc.; all stock owned by officers and directors of *Vicksburg Herald* and *Vicksburg Evening Post.*

MISSOURI

KFRU, Columbia—Licensed to KFRU Inc.; 98-6/7 per cent of stock owned by St. Louis Star-Times Publishing Co., publisher of *St. Louis Star-Times.*

KWOS, Jefferson City—Licensed to Tribune Printing Co., publisher of *Jefferson City Capital-News* and *Jefferson City Post-Tribune.*

WMBH, Joplin—Licensed to Joplin Broadcasting Co.; controlled by executives of Joplin Globe Publishing Co., publisher of *Joplin Globe* and *Joplin News-Herald;* 28% of stock owned by D. J. Poyner, manager of WMBH.

WDAF, Kansas City—Licensed to Kansas City Star Co., publisher of *Kansas City Star.*

KCMO, Kansas City—Licensed to KCMO Broadcasting Co.; 25% of stock owned by Orville S. McPherson, publisher of *Kansas City Journal.*

KWOC, Poplar Bluff, Mo.—Licensed to Radio Station KWOC; 33% owned each by J. H. Wolper, publisher of *Poplar Bluff American Republic;* O. A. Tedrick, attorney; A. L. McCarthy, radio and electrical dealer.

KGBX, Springfield—Licensed to Ozarks Broadcasting Co. Inc.; 20% of stock owned by H. S. Jewell, president, 20% by Edison K. Bixby, editor, 5% by T. W. Duvall, business manager of *Springfield News* and *Press;* 5% by Joel Bixby, editor of *Muskogee Phoenix* and *Muskogee Times-Democrat;* 23.6% by Lester E. Cox; 16.9% by R. D. Foster; 8.1% by C. A. Johnson; 1.4% by L. M. Magruder.

45 Million tons of Iron Ore!

One of the heaviest seasons in the shipment of Iron Ore, in recent years, has meant

Peak Payrolls

for the Head of the Lakes and Mesaba Iron Range regions that are given blanket coverage, day and night, by the

ARROWHEAD BROADCASTING SYSTEM

General Offices
WEBC Building — Duluth, Minnesota

WMFG Hibbing, Minn.
WEBC Duluth-Superior
WHLB Virginia, Minn.

KWTO, Springfield—Licensed to Ozark Broadcasting Co.; same ownership as KGBX, Springfield.

KFEQ, St. Joseph — Licensed to KFEQ Inc.; 49½% of stock owned by News Broadcasting Co.; 48¾% of stock owned by Barton Pitts, president and manager of KFEQ Inc.; directors include S. Ralph Douglas, business manager of *St. Joseph News-Press* and *St. Joseph Gazette,* and Arthur V. Burrowes, assistant managing editor of *St. Joseph News-Press.*

KSD, St. Louis—Licensed to Pulitzer Publishing Co., publisher of *St. Louis Post-Dispatch.*

KXOK, St. Louis—Licensed to Star-Times Publishing Co., publisher of *St. Louis Star-Times.*

MONTANA

KFBB, Great Falls—10% of stock owned by *Great Falls Tribune;* 10% by Mrs. Jessie Jacobson; 70% by F. A. Buttrey.

NEBRASKA

KMMJ, Grand Island—Licensed to KMMJ Inc.; same owners also own *Clay County Sun,* a weekly at Clay Center, Neb.

KHAS, Hastings—CP issued to Nebraska Broadcasting Co.; 59.5% of stock owned by Fred A. Seaton, publisher of *Hastings Daily Tribune.*

KFAB, Lincoln—Licensed to KFAB Broadcasting Co.; 51% of stock owned by Sidles Co., Lincoln; 25% of stock owned by Lincoln *Nebraska State Journal;* 24% of stock owned by *Lincoln Star* (Lee Syndicate).

KFOR, Lincoln—Licensed to Cornbelt Broadcasting Corp.; same ownership as KFAB.

WJAG, Norfolk—Licensed to the *Norfolk Daily News.*

KOIL, Omaha—Licensed to Central States Broadcasting Co.; same ownership as KFAB and KFOR.

WAAW, Omaha—Licensed to World Publishing Co., publisher of *Omaha World-Herald.*

NEVADA

KOH, Reno—Licensed to The Bee Inc., affiliated with McClatchy Broadcasting Co.; same ownership as *Sacramento Bee, Fresno Bee, Modesto Bee,* all in California (McClatchy Newspapers).

NEW JERSEY

WBAB, Atlantic City—Licensed to Press Union Publishing Co., publisher of *Atlantic City Press* and *Union.*

NEW MEXICO

KOB, Albuquerque — Licensed to Albuquerque Broadcasting Co.; 100% of stock owned by T. M. Pepperday, president, Albuquerque Publishing Co., publisher of *Albuquerque Journal;* Mr. Pepperday is also business manager of the Rocky Mountain Division, Scripps-Howard Newspapers.

KLAH, Carlsbad — Licensed to Carlsbad Broadcasting Co., a partnership consisting of Barney Hubbs, A. J. Crawford, Jack Hawkins and Harold Miller. Mr. Hubbs and Mr. Hawkins are owners of *Pecos* (Tex.) *Enterprise.*

NEW YORK

WABY, Albany—Licensed to Adirondack Broadcasting Co. Inc.; 20% of stock owned by the Press Co. Inc., publisher of the *Knickerbocker Press-Albany Evening News* (Gannett Newspaper); 35% by Harold E. Smith, manager of WABY; 35% by R. M. Curtis, Garrison, N. Y.; 10% by O. T. Griffin, Hudson Falls.

WCAD, Canton—Under option to be operated under lease from St. Lawrence University by *Watertown Times* and to be moved into Watertown, N. Y. (Pends FCC approval).

WOKO, Albany—Licensed to WOKO Inc.; 25% of stock owned by the Press Co. Inc., publisher of *Albany Knickerbocker Press-Albany Evening News;* 25½% of stock owned by Harold E. Smith, manager of WOKO; 25½% of stock owned by R. M. Curtis, Garrison, N. Y.; 24% of stock owned by R. K. Phelps, Kansas City.

WMBO, Auburn—Licensed to Auburn Publishing Co., publisher of *Auburn Citizen-Advertiser.*

WBEN, Buffalo—Licensed to WBEN Inc.; stock owned by same ownership as *Buffalo Evening News.*

WEBR, Buffalo—Licensed to WEBR Inc.; stock owned by same ownership as *Buffalo Evening News.*

WESG, Elmira, N. Y.—Licensed to Cornell University, Ithaca, but operated under lease by Gannett Newspapers (*Elmira Star-Gazette* and *Elmira Advertiser*).

WENY, Elmira—Licensed to Elmira Star-Gazette Inc., publisher of *Elmira Star-Gazette* and *Elmira Advertiser* (Gannett).

WEVD, New York City—Licensed to Debs Memorial Radio Fund Inc.; among cooperative backers are publishers of *Jewish Daily Forward.*

WINS, New York City—Licensed to Hearst Radio Inc.; interlocking ownership with *New York Journal-American* (under option to be sold to Milton Biow, New York.)

WHLD, Niagara Falls—CP issued to Niagara Falls Gazette Publishing Co., publishers of *Niagara Falls Gazette.*

WSLB, Ogdensburg—CP issued to St. Lawrence Broadcasting Corp.; 49.66% of stock owned by Joseph R. Brandy, Jr., president of *Ogdensburg Advance-News;* 49.66% by Harold J. Frank, merchant.

WHDL, Olean—Licensed to Olean Broadcasting Co. Inc.; 100% of stock owned by Olean Times-Herald Corp., publisher of *Olean Times-Herald* (Gannett Newspapers).

WGNY, Newburgh—Licensed to *Poughkeepsie* (N. Y.) *Courier,* weekly (Speidel Newspapers Inc., publishers of *Iowa City* (Ia.) *Press-Citizen, Chillicothe* (O.) *Scioto Gazette* and *News-Advertiser, Fort Collins* (Colo.) *Express-Courier, Cheyenne Wyoming State Tribune* and *Wyoming Eagle, Salinas* (Cal.) *Index-Journal* and *Post, Reno Gazette* and *Nevada State Journal.*

WKIP, Poughkeepsie—CP issued to Poughkeepsie Broadcasting Corp.; Richard E. Coon, editor of *Poughkeepsie Eagle-News* and *Star & Enterprise,* president, 70% stockholder; Mrs. Blanche J. Parks, publisher, 16%.

WHEC, Rochester — Licensed to WHEC Inc.; 60% of stock owned by the Gannett Co. Inc., publisher of *Rochester Democrat & Chronicle* and *Rochester Times-Union;* 20% by Blanche M. Wheeler; 10% by Clarence Wheeler; 10% by F. P. Pickard.

WFAS, White Plains—Licensed to Westchester Broadcasting Corp.; controlled by Valentine E. and J. Noel Macy, publisher of *Yonkers Herald-Statesman, Tarrytown News, Port Chester Item, Ossining Citizen-Register, Mt. Vernon Argus, New Rochelle Standard-Star, Mamaroneck Times.*

NORTH CAROLINA

WWNC, Asheville—Licensed to Asheville Citizen-Times Inc., publisher of *Asheville Citizen* and *Times.*

WDNC, Durham—Licensed to Durham Radio Corp.; 100% owned by Durham Herald Co., publisher of *Durham Morning Herald* and *Sun.*

WGBR, Goldsboro—Licensed to Eastern Carolina Broadcasting Co.; 30 out of 200 shares of stock owned by Talbot Patrick, publisher of *Goldsboro News-Argus* and director of *Concord* (N. C.) *Tribune;* 27 shares owned by P. M. Patrick, secretary and director of *Goldsboro News-Argus.*

WHKY, Hickory—CP issued to Catawba Valley Bcstg. Co.; 16.3% of stock owned by Lester C. Gifford, publisher of *Hickory Daily Record.*

WSTP, Salisbury—Licensed to Piedmont Broadcasting Co.; 32.5% of stock owned by J. F. Hurley Jr., publisher of *Salisbury Post.*

WSJS, Winston-Salem—Licensed to Piedmont Publishing Co., publisher of *Winston-Salem Journal* and *Twin City Sentinel.*

NORTH DAKOTA

WDAY, Fargo—Licensed to WDAY Inc.: 44.44% of stock owned by stockholders of Forum Publishing Co., publisher of *Fargo Forum;* 33.34% of stock owned by E. C. Reineke; 22.22% of stock owned by C. H. Reineke.

OHIO

WICA, Ashtabula — Licensed to WICA Inc.; 94% of stock owned by C. A. Rowley, publisher of the *Ashtabula Star-Beacon, Geneva Free Press, Painesville Telegraph, Conneaut News-Herald,* all Ohio dailies.

WHBC, Canton—Licensed to Ohio Broadcasting Co., subsidiary of Brush-Moore Newspapers Inc., publisher of *Canton Repository.*

WCPO, Cincinnati—Licensed to Scripps-Howard Radio Inc.; 100% owned by E. W. Scripps Co., chief stockholders in Scripps-Howard Newspapers (*Cincinnati Post*).

WKRC, Cincinnati—Licensed to *Cincinnati Times-Star.*

WHK, Cleveland — Licensed to United Broadcasting Co.; 756 6/24 out of 1,000 shares, owned by Plain Dealer Publishing Co., publisher of *Cleveland Plain Dealer* and chief owner of *Cleveland News;* 243 18/24 shares owned by Monroe F. and Ruth Rubin.

WCLE, Cleveland — Licensed to United Broadcasting Co.; 100% of stock held by U. B. Company. (See WHK, Cleveland.)

WBNS, Columbus—Licensed to WBNS Inc.; 28% of stock held by Edgar T. Wolfe, publisher of *Ohio State Journal;* 24% by Richard S. Wolfe, officer and director of *Ohio State Journal* and of *Columbus Dispatch;* 24% by Preston Wolfe, director of *Columbus Dispatch;* 24% by Robert Wolfe.

WHKC, Columbus—Licensed to United Broadcasting Co.; same ownership as *Cleveland Plain Dealer.*

WHIO, Dayton—Licensed to Miami Valley Broadcasting Corp.; same ownership as *Dayton Daily News, Springfield* (O.) *News, Springfield* (O.) *Sun, Miami Daily News* and *Atlanta Journal* (James M. Cox).

WPAY, Portsmouth—Licensed to Vee Bee Corp.; 50% owned by Brush-Moore Newspapers, publishers of *Portsmouth Times;* 50% by Chester A. Thompson, Cleveland (under option to be sold to Brush-Moore).

WKBN, Youngstown—Licensed to WKBN Broadcasting Corp.; 40.5% of stock owned by Plain Dealer Publishing Co., publisher of *Cleveland Plain Dealer* and chief owner of *Cleveland News;* 45.8% owned by W. P. Williamson Jr., manager of WKBN; 13.5% by W. P. Williamson.

WFMJ, Youngstown—Licensed to William F. Maag Jr., publisher of *Youngstown Vindicator.*

OKLAHOMA

KVSO, Ardmore—Licensed to Ardmoreite Publishing Co. Inc., publisher of *Ardmore Daily Ardmoreite.*

KCRC, Enid—Licensed to Enid Radiophone Co.; all stock owned by same interests owning Enid Publishing Co., publisher of *Enid News* and *Enid Eagle.*

KBIX, Muskogee—Licensed to Oklahoma Press Publishing Co., publisher of *Muskogee Daily Phoenix* and *Muskogee Times-Democrat* (Interlocking ownership with *Springfield* (Mo.) *News* and *Press*).

KTOK, Oklahoma City—Licensed to Oklahoma Broadcasting Co. Inc.; 66% of stock owned by Harold V. Hough, circulation manager, 16-2/3% by J. M. North, editor, and 16-2/3% by B. N. Honea, business manager, of *Fort Worth* (Tex.) *Star-Telegram.*

WKY, Oklahoma City—Licensed to WKY Radiophone Co.; same stock owners as Oklahoma Publishing Co., publisher of *Oklahoma City Oklahoman, Oklahoma City Times* and *The Farmer Stockman.*

KGFF, Shawnee—Licensed to KGFF Broadcasting Co. Inc.; controlling stock interest (94%) owned by Stauffer Publication Co., Arkansas City, Ark., publisher of *Shawnee Morning News* and *Shawnee Evening Star;* same concern also owns or controls *Grand Island* (Neb.) *Independent, Arkansas City Traveler, Maryville* (Mo.) *Forum, Independence* (Kan.) *Reporter, Pittsburg* (Kan.) *Headlight & Sun;* corporately affiliated with same group is *Sante Fe New Mexican.*

OREGON

KAST, Astoria—Licensed to Astoria Broadcasting Co.; 37% of stock owned by M. R. Chessman, publisher of *Astoria Astorian-Budget;* 24% owned by E. B. Aldrich, publisher of the *Pendelton East Oregonian;* 29% by Dorothy Engle, Portland, Ore.

KBND, Bend—Licensed to *Bend Bulletin.*

KUIN, Grants Pass—Licensed to Southern Oregon Bcstg. Co.; 50% of stock owned by A. E. Voorhies, publisher of *Grants Pass Courier;* 50% by Red Wood Bcstg. Co., operator of KIEM, Eureka, Cal., in which *Eureka Humboldt Times* owns 20% of stock, and *Eureka Humboldt Standard* 20.8%.

KLBM, La Grande—Licensed to Harold N. Finley, publisher of *La Grande Morning Observer,* and Mrs. Eloise Finley, his mother, as partners.

KOOS, Marshfield—Licensed to Sheldon F. Sackett, publisher of *Coos Bay Times,* Marshfield.

KALE, Portland—Licensed to KALE Inc.; 33 1/3% of stock owned by *Portland Oregon Journal;* 33 1/3% by C. W. Myers; 33 1/3% by C. R. Hunt.

KEX, Portland—Licensed to Oregonian Publishing Co., publisher of *Portland Oregonian.*

KGW, Portland—Licensed to Oregonian Publishing Co., publisher of *Portland Oregonian.*

KOIN, Portland—Licensed to KOIN Inc.; 25% of stock owned by *Portland Oregon Journal,* 52½% owned by C. W. Myers; 22½% owned by C. R. Hunt.

KRNR, Roseburg—Licensed to The News-Review Co., publishers of *Roseburg News-Review* and *Klamath Falls* (Ore.) *Herald-News;* same interests also own 20% interest in *Medford* (Ore.) *Mail-Tribune.*

PENNSYLVANIA

WSAN, Allentown—Licensed to Lehigh Valley Broadcasting Co.; 65% of stock owned by Allentown Call Publishing Co., publisher of *Allentown Call* and owner of *Allentown Chronicle-News.*

WEST, Easton — Licensed to Associated Broadcasters Inc.; same ownership as *Lancaster* (Pa.) *New Era* and *Lancaster Intelligencer-Journal* (Mason-Dixon Group).

WHP, Harrisburg — Licensed to WHP Inc.; 74.6% of stock owned by Telegraph Printing Co., publisher of *Harrisburg Telegraph;* 11.4% owned by Sam Pickard.

WKBO, Harrisburg—Licensed to Keystone Broadcasting Corp.; 75% of stock owned by J. H. and John F. Steinman, publishers of *Lancaster New Era* and *Intelligencer-Journal* (Mason-Dixon Group).

WAZL, Hazelton—Licensed to Hazelton Broadcasting Service Inc.; same ownership as *Lancaster* (Pa.) *New Era* and *Lancaster Intelligencer-Journal* (Mason-Dixon Group).

WJAC, Johnstown—Licensed to WJAC Inc.; 100% owned by Johnstown Tribune Publishing Co., publisher of *Johnstown Tribune* and *Democrat.*

WGAL, Lancaster—Licensed to WGAL Inc.; same ownership as *Lancaster New Era* and *Lancaster Intelligencer-Journal* (Mason-Dixon Group).

WCAE, Pittsburgh—Licensed to WCAE Inc.; same ownership as *Pittsburgh Sun-Telegraph* (Hearst Radio Inc.).

WWSW, Pittsburgh — Licensed to P-G Publishing Co. (Paul Block, president), publisher of the *Pittsburgh Post-Gazette.*

WQAN, Scranton—Licensed to the *Scranton Times.*

WPIC, Sharon—Licensed to *Sharon Herald* Broadcasting Corp.; same stockholders as *Sharon Herald.*

WKOK, Sunbury—Licensed to Sunbury Broadcasting Corp.; 37½% of stock each owned by H. H. Haddon and B. A. Beck, chief owners of *Sunbury Item;* 25% by George W. Beck.

WBAX, Wilkes-Barre—10% of stock under option to be sold to Charles B. Haller, acting on behalf of the *Wilkes-Barre Times-Leader* and *Herald.*

WRAK, Williamsport—Licensed to WRAK Inc.; 66 2/3% of stock owned by Sun Gazette Co., publisher of *Williamsport Gazette & Bulletin* and *Williamsport Sun;* 33 1/3% owned by R. T. S. Steele.

WORK, York—Licensed to York Broadcasting Co.; same ownership as *Lancaster* (Pa.) *New Era* and *Lancaster Intelligencer-Journal* (Mason-Dixon Group).

SOUTH CAROLINA

WAIM, Anderson—Licensed to Wilton E. Hall, publisher of *Anderson Independent and Anderson Mail.*

WTMA, Charleston—FCC approval pending for sale to publishers of *Charleston News & Courier* and *Charleston Post.*

WFBC, Greenville—Licensed to Greenville News-Piedmont Co., publisher of *Greenville News* and *Greenville Piedmont.*

SOUTH DAKOTA

WNAX, Yankton—Licensed to WNAX Broadcasting Co.; controlled by Gardner Cowles Jr., executive editor of the *Des Moines Register & Tribune* (see WMT, Cedar Rapids, Ia.).

TENNESSEE

WTJS, Jackson—Licensed to Sun Publishing Co. Inc., publisher of *Jackson Sun.*

WNOX, Knoxville—Licensed to Scripps-Howard Radio Inc., subsidiary of E. W. Scripps Co., chief stockholder in Scripps-Howard Newspapers (*Knoxville News-Sentinel*).

WMC, Memphis—Licensed to Memphis Commercial Appeal Co., publisher of *Memphis Commercial Appeal,* a Scripps-Howard newspaper.

WMPS, Memphis—Licensed to Memphis Broadcasting Co.; interlocking ownership with *Memphis Press-Scimitar* and *Memphis Commercial Appeal,* Scripps-Howard Newspapers.

TEXAS

KRBC, Abilene — Licensed to Reporter Broadcasting Co.; 56% of stock owned by M. Bernard Hanks, director and a principal stockholder in *Abilene Reporter, Abilene News, Big Spring Herald, Paris News, Corpus Christi Caller-Times,* all in Texas; 10% owned by Houston Harte, director and a principal stockholder in *San Angelo Standard, San Angelo Times, Big Spring Herald, Paris News, Corpus Christi Caller-Times; Marshall News-Messenger:* 20% owned by George S. Anderson, secretary of Reporter Publishing Co.

KGNC, Amarillo — Licensed to Plains Broadcasting Co.; 80% of stock owned by Globe News Publishing Co. Inc., publisher of *Amarillo Globe* and *News;* 10% owned by *Globe-News* employes pool; 6% by O. L. Taylor; 3% by Wesley

(*Continued on page 210*)

Wapakoneta
St. Marys
AUGLAIZE
Celina
Coldwater
Ft. Recovery
Sidney
Bellefontaine
LOGAN
Marysville
SHELBY
Winchester
Versailles
Union City
Bradford
Greenville
MIAMI
Piqua
Covington
St. Paris
Urbana
UNION
CHAMPAIGN
Mechanicsburg
RANDOLPH
DARKE
Troy
Tippecanoe City
Arcanum
Indiana
Ohio State Line
New Carlisle
Springfield
CLARK
London
Grove City
FRANKLIN
Brookville
Richmond
WAYNE
MONTGOMERY
MADISON
Eaton
DAYTON
Yellow Springs
PICKAWAY
FAYETTE
Connersville
PREBLE
Xenia
West Carrollton
Miamisburg
Liberty
UNION
GREENE
FAYETTE
Oxford
Franklin
Middletown
Lebanon
Sabina
Washington C.H.
FRANKLIN
Brookville
Hamilton
Wilmington
ROSS
BUTLER
CLINTON
WARREN
Blanchester
HAMILTON
Hillsboro
CLERMONT
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Batavia

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½ Millivolt
Area 5,000 Watts
Retail Sales 1935, $661,023,000

BASIC MEMBER CBS
OWNED AND OPERATED BY
THE DAYTON DAILY NEWS
DAYTON, OHIO

WHIO

Newspaper Ownership and Control of Broadcasting Stations

(Continued from page 209)

Izzard; 1% by De Witt Landis. Same interests also control *Lubbock Avalanche, Lubbock Journal, Midland Reporter-Telegram, Dalhart Texan, Shamrock Texan, Childress Index*, all in Texas, and *Atchison* (Kan.) *Globe* and *Falls City* (Neb.) *Journal*.

KNOW, Austin — Licensed to Frontier Broadcasting Co. Inc.; 50% of stock owned by E. S. Fentress, half owner of *Austin American* and *Statesman*, half owner and publisher of *Waco News-Tribune* and *Times-Herald*, one-third owner of *Wichita Falls Record-News* and *Times*, half owner of *Texarkana Gazette* and *News;* 25% of stock owned by S. W. Richardson and 25% by Charles F. Roeser, Fort Worth oil men.

KRIC, Beaumont—Licensed to KRIC Inc.; 40% of stock owned by Mrs. J. L. Mapes, chief owner of *Beaumont Enterprise* and *Journal;* 30% by E. C. Davis, general manager of the newspapers; 30% by Alfred Jones, editor.

KBST, Big Spring—Licensed to Big Spring Herald Broadcasting Co.; 51% owned by J. W. Galbraith, publisher of *Big Spring Herald;* 24.5% by M. B. Hanks, Abilene; 24.5% by Houston Harte, San Angelo (see KRBC, Abilene).

KRIS, Corpus Christi—Licensed to Gulf Coast Broadcasting Co.; 40% owned by W. G. Kinsolving, publisher of *Corpus Christi Caller-Times* (deceased) and 50% by Tilford Jones, Houston; directors include Houston Harte, *San Angelo Standard-Times* and Bernard Hanks, *Abilene Reporter-News* (see KRBC, Abilene).

KRLD, Dallas—Licensed to KRLD Radio Corp.; subsidiary of Times-Herald Printing Co., publisher of *Dallas Times-Herald*.

WFAA, Dallas—Licensed to A. H. Belo Corp., publisher of *Dallas News* and *Dallas Journal*.

KROD, El Paso—Construction permit issued to D. D. Roderick, publisher of *El Paso Times*.

KGKO, Fort Worth—Licensed to Wichita Falls Broadcasting Co.; 99% owned by Amon Carter, publisher of *Fort Worth Star-Telegram*, and removal from Wichita Falls into Fort Worth authorized.

WBAP, Fort Worth—Licensed to Carter Publications Inc., publisher of *Fort Worth Star-Telegram*.

KPRC, Houston—Licensed to Houston Printing Co., publisher of *Houston Post;* 85.13% of stock owned by Houston Printing Co.; 13.49% owned by Fidelity Securities Co.

KTRH, Houston—Licensed to KTRH Broadcasting Co., subsidiary of Houston Chronicle Publishing Co., publisher of *Houston Chronicle*.

KXYZ, Houston—Licensed to Harris County Broadcast Co.; interlocking ownership in part with *Houston Chronicle* and *Houston Post*.

KOCA, Kilgore—Licensed to Oil Capitol Broadcasting Ass'n.; 20% owned by Tom E. Foster, editor of *Kilgore Daily News*.

KFYO, Lubbock—Licensed to Plains Radio Broadcasting Co.; 80% of stock owned by Globe-News Publishing Co., publisher of *Lubbock Avalanche* and *News* (see KGNC, Amarillo).

KPDN, Pampa—Licensed to R. C. Hoiles, publisher of *Pampa Daily News, Santa Ana* (Cal.) *Register, Clovis* (N. M.) *News-Journal*, and *Bucyrus* (O.) *Telegraph-Forum*.

KPLT, Paris—Licensed to North Texas Broadcasting Co.; 50.13% of stock owned by A. G. Mayse, publisher of *Paris News;* 24.93% owned by M. B. Hanks, Abilene; 24.93% owned by Houston Harte, San Angelo (see KRBC, Abilene).

KIUN, Pecos—Licensed to Jack W. Hawkins and Barney H. Hubbs, publishers of *Pecos Enterprise*.

KGKL, San Angelo—Licensed to KGKL Inc.; 33% of stock owned by Houston Harte, publisher of *San Angelo Standard* and *San Angelo Times* (see KRBC, Abilene); 33% by Herbert O. Taylor, business manager of the newspapers; remainder of stock variously held locally.

KTSA, San Antonio—Licensed to Sunshine Broadcasting Co.; 74% of stock under same ownership as KGNC, Amarillo; KFYO, Lubbock; KRGV, Weslaco.

KRRV, Sherman—Licensed to Red River Valley Broadcasting Corp.; 30% of stock owned by G. I. Wilcox, publisher of *Sherman Democrat;* 10% owned by George H. Wilcox, general manager of *Sherman Democrat;* 10% owned by J. Newell Johnston, managing editor of *Sherman Democrat;* 16% owned by L. M. Sepaugh Shreveport; 17% owned by R. M. Dean, Shreveport; 17% owned by T. B. Lanford, Shreveport.

KXOX, Sweetwater—Licensed to Sweetwater Radio Inc.; 37½ shares each (out of 125 authorized) owned by George and Russell Bennitt, co-publishers of *Sweetwater Reporter*.

KTEM, Temple—Licensed to Bell Broadcasting Co.; 10% of stock owned by Walter R. Humphrey, publisher of *Temple Telegram;* 85% owned by Ruth Mayborn, *Temple Telegram;* 5% owned by J. C. Mitchell, Temple.

KCMC, Texarkana—See Arkansas.

WACO, Waco—Licensed to Frontier Broadcasting Co.; same ownership as KNOW, Austin, Tex.

KGRV, Weslaco—Licensed to KGRV Inc.; one-third of stock each held by O. L. Taylor and Gene Hawe (see KGNC, Amarillo, and KFYO, Lubbock) and T. E. Snowden, Atchison, Kan.

KVWC, Vernon—Licensed to Northwestern Broadcasting Co., of which R. H. Nichols, publisher of the *Vernon Daily Record* is one-third partner.

UTAH

KLO, Ogden—Licensed to Interstate Broadcasting Corp.; 65.43% of stock owned by A. L. Glassman, publisher of *Ogden Standard-Examiner*.

KSL, Salt Lake City—Licensed to Radio Service Corp. of Utah; 19.55% of stock owned by John F. Fitzpatrick, publisher of *Salt Lake Tribune* and *Salt Lake Telegram;* 50.05% held by presiding bishop of Latter Day Saints Church; remainder of stock variously held.

VERMONT

WCAX, Burlington—Licensed to Vermont Broadcasting Corp.; same ownership as *Burlington Daily News*.

VIRGINIA

WMVA, Martinsville—CP issued to Martinsville Broadcasting Co.; 50% owned by William C. Barnes, publisher of *Martinsville Bulletin*, 50% by Jonas Weiland, owner of WFTC, Kinston, N. C.

WGH, Newport News—Licensed to Hampton Roads Broadcasting Co.; 66% of stock owned by Daily Press Inc.; publisher of *Newport News Daily Press* and *Times-Herald*.

WTAR, Norfolk—Licensed to WTAR Radio Corp.; subsidiary of Norfolk Newspapers Inc., publisher of *Norfolk Ledger-Dispatch* and *Norfolk Virginia-Pilot;* same interests control *Richmond Times-Dispatch*.

WPID, Petersburg—CP issued to Petersburg Newspaper Corp., publisher of *Petersburg Progress-Index* (interlocking stock ownership with WTAR and WRTD).

WRNL, Richmond—Licensed to Richmond Radio Corp.; 60% owned by John Stewart Bryan, publisher of *Richmond News-Leader;* 20% by Tennant Bryan, *Richmond News-Leader;* 20% by Douglas S. Freeman, editor, *Richmond News-Leader*.

WRTD, Richmond—Licensed to Times Publishing Co., publisher of *Richmond Times-Dispatch;* same interests as WTAR, Norfolk.

WDBJ, Roanoke—Licensed to Times-World Corp., publisher of *Roanoke Times* and *Roanoke World-News*.

WASHINGTON

KWLK, Longview—Licensed to Twin City Broadcasting Corp.; 25% of stock owned by John McClelland, publisher of *Longview Daily News;* 34% by Ray McClung, president of *Merced* (Cal.) *Daily Star*, which operates KYOS, Merced; 32% by Hugh McClung, *Merced Daily Star*.

WEST VIRGINIA

WJLS, Beckley—Licensed to Joe L. Smith Jr., minority stockholder in Beckley Newspaper Corp., publisher of *Beckley Post-Herald* and *Raleigh Register*.

WHIS, Bluefield—Licensed to Daily Telegraph Printing Co., publisher of *Bluefield Daily Telegraph and Bluefield Sunset News*.

WBLK, Clarksburg—Licensed to Exponent Co., publisher of *Clarksburg Exponent*.

WCHS, Charleston—Licensed to Charleston Broadcasting Corp., owned by interests headed by John A. Kennedy, publisher of *Clarksburg Exponent*.

WSAZ, Huntington—Licensed to WSAZ Inc.; 52% of stock owned by Huntington Publishing Co., publisher of *Huntington Advertiser* and *Huntington Herald-Dispatch;* 48% owned by John A. Kennedy, publisher of *Clarksburg Exponent*.

WPAR, Parkersburg — Licensed to Ohio Valley Broadcasting Co.; same interests also control WBLK and WCHS.

WISCONSIN

KFIZ, Fond du Lac—Licensed to Reporter Printing Co., publisher of *Fond du Lac Commonwealth Reporter*.

WCLO, Janesville—Licensed to Gazette Printing Co., publisher of *Janesville Daily Gazette*.

WEAU, Eau Claire—Licensed to Central Broadcasting Co.; 24 1/3% of stock owned by Eau Claire Press Co., publisher of *Eau Claire Telegram* and *Eau Claire Leader;* 40% owned by Elizabeth Murphy, wife of publisher of *Superior* (Wis.) *Telegram;* 18 2/3% owned by Walter C. Bridges, manager of WEBC, Duluth, Minn.; 14 1/3% owned by Morgan Murphy, publisher of *Superior Telegram*.

WKBH, LaCrosse — Licensed to WKBH Inc.; minority stock interest held by *LaCrosse Tribune* and *Leader-Press* (Lee Syndicate); majority stock owned by Harry Dahl, president of G. Heileman Co., automobile agency.

WIBA, Madison — Licensed to Badger Broadcasting Co. Inc.; 66 2/3% of stock owned by Capital Times Co. Inc., publisher of *Madison Capital-Times;* other stockholders and directors include officers of Wisconsin State Journal Publishing Co., publisher of *Wisconsin State Journal*, Madison (Lee Syndicate).

WISN, Milwaukee — Licensed to Hearst Radio Inc.; affiliated with *Milwaukee Sentinel* and *Milwaukee News*, Hearst newspapers.

WTMJ, Milwaukee—Licensed to The Journal Co., publisher of *Milwaukee Journal*.

WRJN, Racine—Licensed to Racine Broadcasting Corp.; 69% of stock owned by Frank S. Starbuck, publisher of *Racine Journal-Times;* 30% owned by H. S. Mann, general manager of *Racine Journal-Times*.

WJMC, Rice Lake—Licensed to Walter H. McGenty, publisher of the monthly *Stock & Dairy Farmer*, Duluth, Minn.

WHBL, Sheboygan—Licensed to Press Publishing Co., publisher of *Sheboygan Press;* 26.56% of stock owned by C. E. Broughton, publisher of *Sheboygan Press;* 36.72% owned by E. R. Bowler, Sheboygan attorney; 36.72% owned by Mr. & Mrs. M. A. Werner, Sheboygan.

WEBC, Superior — See WEBC, Duluth, Minn.

HAWAII

KGMB, Honolulu—Licensed to Hawaiian Broadcasting System Ltd.; 24% of stock held by *Honolulu Star-Bulletin;* 55% by Pacific Theatres & Supply Co. Ltd.; 20% by Zion Securities Corp.

KGU, Honolulu—Owned by stockholders in *Honolulu Advertiser*.

KHBC, Hilo—Licensed to Hawaiian Broadcasting System Ltd.; same ownership as KGMB, Honolulu.

KTOH, Lihue—CP issued to Garden City Publishing Co. Ltd., publisher of *Garden Island* and *Filipino News*.

ALASKA

KFAR, Fairbanks—Licensed to Midnight Sun Broadcasting Co.; 224 of 250 shares owned by A. E. Lathrop, Alaska industrialist, who also publishes the *Fairbanks News Miner*.

CANADA

CFAC, Calgary, Alta.—Owned by *Calgary Herald*.

CJCJ, Calgary, Alta.—Owned by *Calgary Albertan*.

CJCA, Edmonton, Alta.—Owned by *Edmonton Journal*.

CHNS, Halifax, N. S.—Owned by publishers of *Halifax Herald* and *Mail*.

CJHC, Halifax, N. S.—Construction permit issued to the Chronicle Co. Ltd., publisher of the Halifax *Chronicle* and *Star*.

CFJC, Kamloops, B. C.—Owned by *Kamloops Sentinel*.

CJKL, Kirkland Lake, Ont.—Affiliated (interlocking control) with *Timmins*, (Ont.) *Press*.

CFRC, Kingston, Ont. — Licensed to Queen's University but operated on partnership basis with *Kingston Whig-Standard*.

CFPL, London, Ont. Owned by *London Free Press*.

CKCW, Moncton, N. B.—Licensed to Moncton Broadcasting Co. Ltd. Stock partially held by *Moncton Transcript, Moncton Times* and New Brunswick Publishing Co., publisher of *St. John Telegraph-Journal* and *Times-Globe*.

CKAC, Montreal—Owned by *Montreal La Presse*.

CHLP, Montreal—Owned by *Montreal La Patrie*.

CKLN, Nelson, B. C.—Licensed to *Nelson Daily News*.

CHNB, North Battleford, Sask.—CP issued to C. R. McIntosh, publisher of *North Battleford News*.

CFCH, North Bay, Ont.—Affiliated (corporate) with *Timmins* (Ont.) *Press*.

CFOS, Owen Sound, Ont.—Licensed to *Owen Sound Sun-Times*.

CKCK, Regina, Sask.—Owned by *Regina Leader-Post*.

CKRN, Rouyn, Que.—Licensed to La Cie de Radiodiffusion Rouyn-Noranda Ltee.; stock held by *Rouyn Noranda Press*.

CKCO, Sudbury, Ont.—Licensed to *Sudbury Star*.

CHLT, Sherbrooke, Que. — Licensed to *Sherbrooke La Tribune*, French language daily.

CHSJ, St. John, N. B.—Controlled by *St. John Telegraph-Journal* and *Times-Globe*.

CHLN, Three Rivers, Que.—Licensed to *La Nouvelliste*, French language daily.

CKGB, Timmins, Ont.—Affiliated (corporate) with *Timmins Press*.

CKCD, Vancouver, B. C.—Owned by *Vancouver Daily Province*.

CKFC, Vancouver, B. C.—Licensed to Standard Broadcasting System Ltd., controlled by *Vancouver Sun*.

CKVD, Val d'Or, Que.—Licensed to La Voix d'Abitibe Compaignie Ltd.; controlled by *La Voix de Val d'Or* and *Star*.

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Full Time Favorite in the

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- 250 watts, unlimited time
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- Alert merchandising department
- Economical rates
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WILSON
North Carolina

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Of Congress

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MEMBERSHIP

Network, Station or Service	Name	Office
Columbia Broadcasting System	Albert L. Warner	856 Earle Bldg.
	John Charles Daly Jr	856 Earle Bldg.
	Albert Dennis	858 Earle Bldg.
	Ann Gillis	856 Earle Bldg.
	James W. Hurlbut	858 Earle Bldg.
	Stanton Rust Prentiss	858 Earle Bldg.
	William J. Slocum Jr	847 Earle Bldg.
Mutual Broadcasting System	Fulton Lewis Jr	1627 K St.
	Frank S. Blair Jr	1627 K St.
	Walter Compton	1627 K St.
	Madeline Ensign Cronan	1627 K St.
	Stephen J. McCormick	1627 K St.
National Broadcasting Co.	W. R. McAndrew	724 14th St.
	Charles C. Barry	724 14th St.
	H. R. Baukhage	724 14th St.
	Marian P. Gale	724 14th St.
	E. L. Haaker	724 14th St.
	Thomas E. Knode	724 14th St.
	Mary Mason	724 14th St.
	Fred Shawn	724 14th St.
	Carleton D. Smith	724 14th St.
Transradio Press Service	Fred W. Morrison	1256 National Press Bldg.
	Gertrude V. Chesnut	1256 National Press Bldg.
	Rex Goad	1256 National Press Bldg.
	Clifford G. McCarthy	1256 National Press Bldg.
	Robert E. Lee Moore	1256 National Press Bldg.
	Theodore Perry Noun	1256 National Press Bldg.
	Wilmot Ragsdale	1256 National Press Bldg.
	Macon Reed Jr	1256 National Press Bldg.
	Frederic B. Tuttle	1256 National Press Bldg.
Yankee Network (Boston)	Francis W. Tully Jr	1135 16th St.
WMAL, Washington	William Enders Coyle	438 Star Bldg.
WQXR, New York	Dorothy C. Rockwell	1301 15th St.

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That's the Word for
KSAL

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500 WATTS NIGHT

New Frequency
1120 KILOCYCLES

New Transmitter
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All of the rich, diversified, dependable crop, oil and livestock area of Kansas.

KSAL
Salina
Kansas

'Fortune' Public Opinion Surveys of Radio and Press

(Reprinted with permission from April and August, 1939, issues of *Fortune* Magazine)

1. The Newspaper Radio Columns

Do you read the columns in the newspapers about the radio stars and programs? (*If yes or occasionally*) *Do they help you to choose what you want to listen to on the radio?*

	Percentage of readers %	*Percentage of population* %
Yes	53.0	34.6
Sometimes	25.9	16.9
No	21.1	13.8

Somewhere toward the back of most newspapers is printed a schedule of the fare to be served up on the radio each day. In some papers this stands alone, without comment, like a shipping schedule. In others it appears on a page partly given over to the doings and gossip of the air waves, and pictures of their star performers. Evidently, then, publishers are not agreed on the question as to whether the radio-comment columns are read, as an institution, in the way that the comics and the general commentators are read. If they are not read, they are space wasted by those who carry them. If they are read, they undoubtedly have a good deal to do with the nation's listening habits, and, ultimately, with the advertising value of the radio program sponsored by Garden-Fresh Soup.

The answers given to the questions above show that the radio pages have probably a greater following, and a greater influence, than they may be commonly credited with. Almost a third of the nation reads them faithfully, and another third sporadically. This is probably nearly as good a batting average as the time-honored institutions of the women's and sport pages, whose appeals are mostly confined to one sex.

Further, it seems that 51.5 per cent of the population (34.6 per cent plus 16.9) are habitually or sometimes guided in the selection of their air entertainment by what they see on the radio page, which in turn presumably influences both their culture and their buying habits. Considered in this light the radio page appears immensely influential, because nothing else in a newspaper induces many people at home to do immediately anything much more important than baking a cake.

The breakdowns show that readership of radio columns is about 10 per cent heavier among women and among people under forty than among men and older people. But as between income groups it is almost uniform from top to bottom. The influence radio columns have upon choice of program, among those who do read them, is also greater among young people and women, and is nearly 10 per cent greater among the poor than the prosperous.

Great Falls, Mont.

Dear Advertiser:

When they write, they'll buy!

66% of the radio families in KFBB's primary coverage area wrote to us in 1939.

A pretty good average -- don't you think?

Respectfully,

KFBB

2. Where Do They Get Their News?

From which one source do you get *most* of your news about what is going on?

	Total %	*Prosperous* %	*Upper middle class* %	*Lower middle class* %	*Poor* %	*Negro* %
Newspapers	63.8	70.7	70.0	63.6	58.1	51.6
Radio	25.4	17.8	21.0	26.8	31.3	28.3
Friends	3.4	1.1	1.2	2.5	4.8	12.2
Both	3.1	4.0	3.5	3.1	2.7	1.4
Magazines	2.3	4.5	2.7	1.9	1.3	3.1
All other	1.3	1.2	1.1	1.5	1.0	1.5
Don't Know	.7	.7	.5	.6	.8	1.9

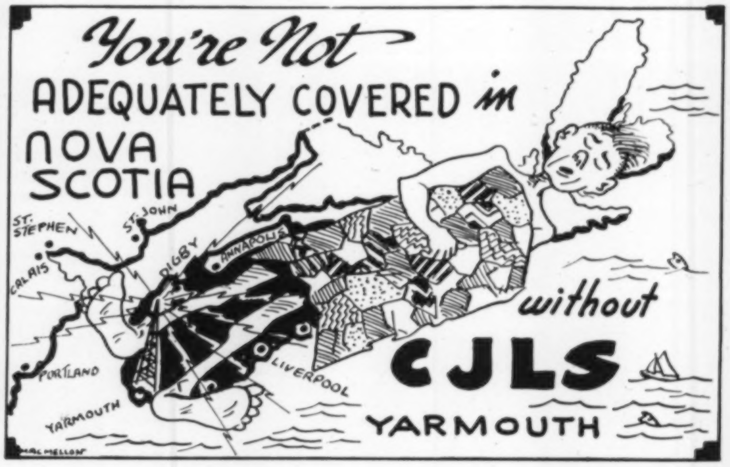
Here a cloud, no bigger than a man's hand, shows itself above the horizon. True, the newspaper lead is ample; but there is good cause for concern on the part of publishers in the fact that nearly two-fifths of the nation has found it can get most of its news without turning to newspapers; and that one-fourth relies most heavily on radio—an entertainment medium to which news transmission is admittedly a byproduct.

Radio's inroad deepens from top to bottom of the economic scale, taking in nearly twice as many of the poor as of the prosperous. (The impecunious Negro depends on newspapers less than all others, more on the gossip passed on by his friends.) By occupation, there are marked preferences. Executives, professionals, and retired people rely on newspapers even more heavily than do the prosperous; unemployed and students rely on radio even more than do the poor. Perhaps the most significant variations in preference are those registered by three geographical sections:

	Northeast %	*Southwest* %	*Pacific Coast* %
Newspaper	65.5	63.5	56.8
Radio	27.4	18.8	33.1
Both	2.2	1.8	3.6
Friends	1.8	11.2	1.6
All other answers	3.1	4.7	4.9

In the Southwest the gabby neighbor is more than three times as potent a news sources as in the country as a whole. In the Northeast, seat of most of the nation's great newspapers, the press scores its highest popularity (and radio, too, rates better than average). But on the Pacific Coast the percentage favoring radio is greater than for any other region, or for any economic or occupational group. As we shall see, the press of that region is held in relatively low esteem on many counts.

There is one more reason why the publishers should ponder well the growing rivalry of radio: while the 63.8 per cent who still favor newspapers are a plump majority, they are *not* a contented majority. They don't like some things about the press; indeed, many of them compare newspapers unfavorably to radio.



3. Which Does the Better Job?

Which of the two—radio or newspaper—

	Newspaper %	*Radio* %	*Both same* %	*Don't know* %
Gets news to you more quickly	12.9	83.0	2.0	2.1
Gets news to you more fully	79.6	13.2	3.8	3.4
Gets news to you more accurately	38.3	38.0	16.6	7.1
Gives you news freer from prejudice	17.1	49.7	18.3	14.9

On the obvious scores of speed and completeness, there is little to be said. The public's attitude is a reflection of radio's own slogan, following its delivery of a news flash: "For further details see your local newspaper." The overwhelming majority accept that complementary relationship, and it is surprising only that so many consider the newspaper faster (e.g., 20.6 per cent of Negroes) and radio news more complete (19.5 per cent of the poor).

By economic status, these answers generally followed the curve established in Question 2—i.e., the higher the bracket, the higher the regard for the press—with one conspicuous exception: on the question of prejudice, the prosperous, who rely on the press more than do the poor, were even harsher in their judgment; 52 per cent considered the radio freer of prejudice. Again the regional differences are eloquent. For accuracy, the Southwest gave the press the highest vote, 45.2 (to 26.5 for radio); for fairness, the best the press could draw was 21.3 (to 41.5) in the Southeast. On both counts the Pacific Coast again registered its poor opinion of the press; only 29 per cent considered the newspapers more accurate; only *6.2 per cent* rated them freer of prejudice.

The total figures on belief in accuracy and fairness become more sobering when it is considered that 63.8 per cent of the people rely on newspapers for most of their news. Of those newspaper adherents, nearly one-third consider the broadcasts more faithful to accuracy, and two-thirds consider them more faithful to justice. That leads to an all too easy assumption that people resort to newspapers not for *better* news, but simply *more* news, and that if the broadcasters could supply more complete reports, they would capture a correspondingly greater following. The assumption is too easy because of the differences inherent in the handling of news over the air and on the printed page.

Radio news is of three kinds: (1) bulletins, mostly composed from dispatches of the Associated Press, United Press, International News Service, or Transradio Press; (2) commentaries, delivered by men like Lowell Thomas, H. V. Kaltenborn, Edwin C. Hill, *et al.*; (3) "special events" or spot-news coverage like play-by-play sport reports, public ceremonies, important speeches like "fireside chats" of the President or addresses by European statesmen, running descriptions at disaster scenes. This on-the-spot news (often very voluminous) gives radio listeners a *kind* of coverage that the newspaper medium cannot match. In handling the bulletins, which are abridged versions of the very same material that the newspapers print, radio confines itself to the naked, irrefutable highlights of the news. It shuns speculative material and tries to utilize the ample time advantage that it has over newspapers in order to verify unconfirmed details. It goes out of its way to avoid expressing any opinion on controversial questions. Whether or not in fear of the Federal Communications Commission, radio strains for complete impartiality on the air. The press, on the other hand, is willing to stick its neck out. It goes in for detailed accounts, editorial interpretation of the news, political reporting where facts are subject to confusing pressures, and sells itself with sometimes overweening headlines. It is precisely in that area that the hazards of inaccuracy and alleged unfairness lie. If radio should try to match the press's kind of delivery it would naturally incur the same hazards. Meanwhile its reputation for high credibility stands.

4. The Interpreters

Which do you like best?	Total %	Men %	Women %	Prosperous %	Poor %
Radio commentators	39.3	36.4	42.1	34.0	43.6
Newspaper editorials	25.9	29.7	22.0	33.0	19.6
Newspaper columnists	10.7	11.4	10.1	17.3	7.5
No choice	18.4	17.6	19.3	13.5	22.6
Don't know	5.7	4.9	6.5	2.2	6.7

And so it appears that radio is the U. S. public's source of news interpretation. Indeed, the radio commentators are more popular than the editorial writers and columnists *combined*. Even the prosperous, who give the editorial writers a larger vote than any other economic group, prefer the commentators by a shade; while the poor favor the radio pundits six to one over the columnists. The commentators ranked first of the three in every section of the country, and among all occupational groups except professionals, executives, and retired people—who stand loyally by the press on nearly all questions. Among classes of newspapers, only the Scripps-Howard readers, who like their columnists far more than the average (19.5 per cent against the national average of 10.7 per cent), give a decisive majority to editorial writers and columnists combined over the broadcasters. Recalling once more that nearly two-thirds of the populace rely on newspapers for their news, let us now see what happens when an outright choice must be made.

NEWS on the hour, every hour
WCAR • Pontiac Michigan

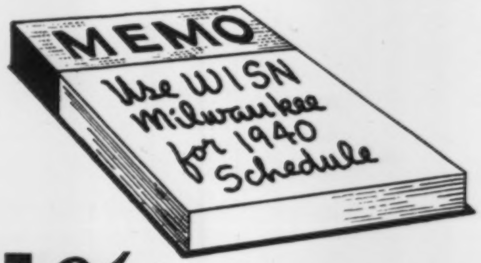
5. Hearing Is Believing

If you heard conflicting versions of the same story from these sources, which would you be most likely to believe?

	Total %	*Northeast* %	*Southwest* %	*Pacific Coast* %
A radio press bulletin	22.7	28.8	15.9	10.1
A radio commentator	17.6	18.5	11.5	29.3
	40.3	47.3	27.4	39.4
An authority you heard speak	13.0	13.5	12.0	7.5
An editorial in a newspaper	12.4	14.8	11.2	13.7
A news item in a newspaper	11.1	8.3	17.2	4.4
A columnist in a newspaper	3.4	2.6	3.0	4.8
	26.9	25.7	31.4	22.9
Depends on paper, writer, speaker	11.6	7.9	11.3	26.1
Don't know	8.2	5.6	17.9	4.1

There, perhaps, is the most painful set of answers that the press must swallow from its public. For reasons implicit in Question 3, it may be an unjust answer, as much denoting an inappreciative body of readers as an inadequate press. However, that extenuation cannot completely explain away the weak hold on the public of the editorial writer and the columnist. (Of income groups the prosperous alone kept faith in the editorial writer over the commentator.) Even in the Northeast, where the press is relied on most heavily as a news source, only one-fourth of the people would take the word of the newspaper against the field in a dispute. The Southwest, which gave the press its highest vote on accuracy, alone favored the newspaper over radio. It is heavily undecided, with a great body of "don't knows" contributed to by puzzled Negroes. But those with opinions would believe the newspaper version of a story rather than the radio; and the news item ahead of all comers. On the Pacific Coast we encounter once again the public's extraordinary discontent with its press. The people there register a heavy preference for the radio commentator; but more than one-fourth skeptically withhold their avowal of confidence in any news source until they know exactly who asks for it.

Deserved or not, here is evidence of newspaper unpopularity. Let us try, in the next questions, to get at some causes.



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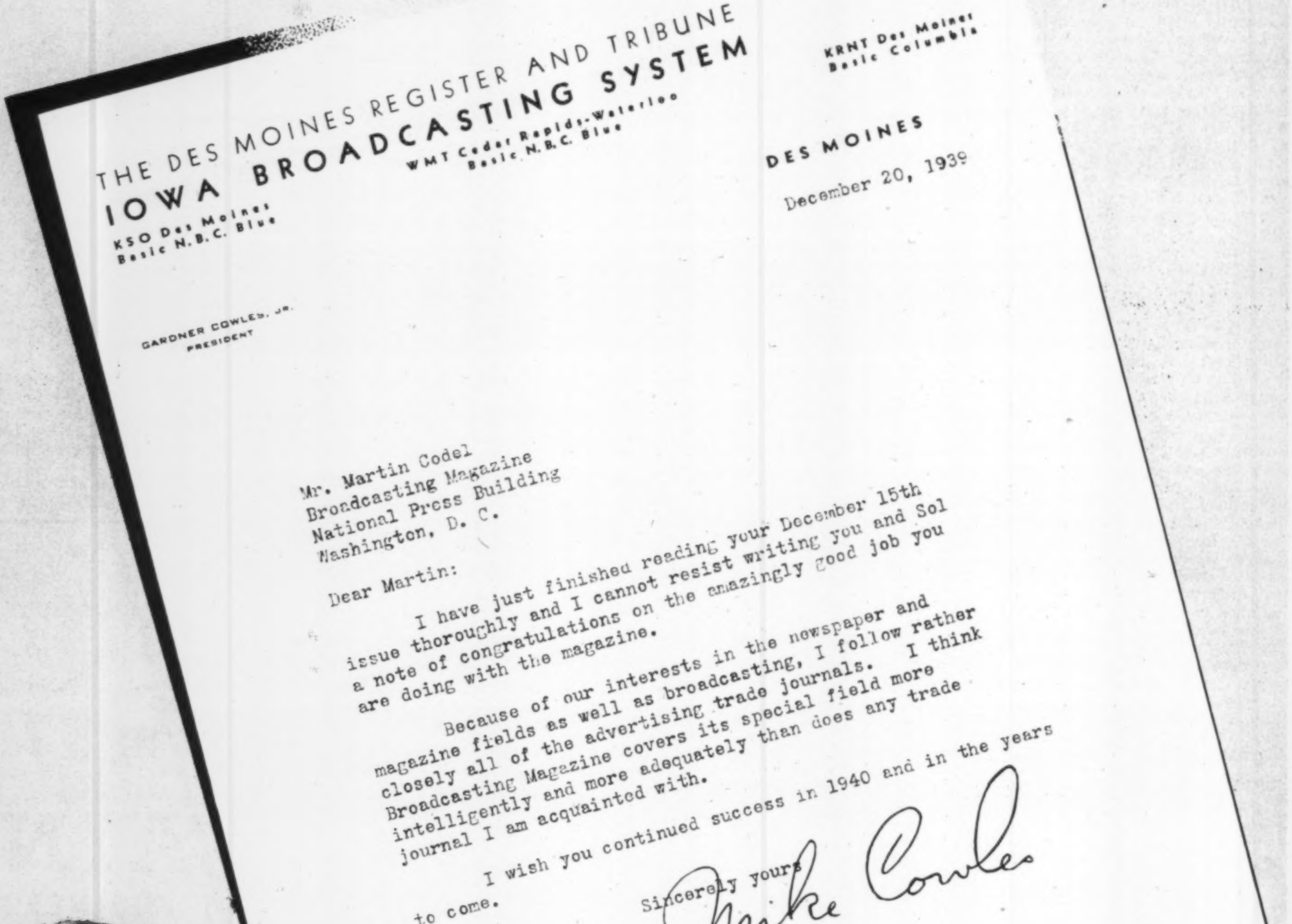

THE DES MOINES REGISTER AND TRIBUNE
IOWA BROADCASTING SYSTEM
KSO Des Moines
Basic N.B.C. Blue
WMT Cedar Rapids-Waterloo
Basic N.B.C. Blue
KRNT Des Moines
Basic Columbia

GARDNER COWLES, JR.
PRESIDENT

DES MOINES

December 20, 1939

Mr. Martin Codel
Broadcasting Magazine
National Press Building
Washington, D. C.

Dear Martin:

I have just finished reading your December 15th issue thoroughly and I cannot resist writing you and Sol a note of congratulations on the amazingly good job you are doing with the magazine.

Because of our interests in the newspaper and magazine fields as well as broadcasting, I follow rather closely all of the advertising trade journals. I think Broadcasting Magazine covers its special field more intelligently and more adequately than does any trade journal I am acquainted with.

I wish you continued success in 1940 and in the years to come.

Sincerely yours
Mike Cowles

GCjr-n

Gardner Cowles, Jr.—

Mr. Cowles knows all major media, and knows them well. He is president of The Cowles Stations, including KSO, WMT, KRNT and WNAX; editor of Look; associate publisher of The Des Moines Register & Tribune; vice-president of The Minneapolis Star-Journal. We can't deny that his thoughtful letter gives us a real thrill.

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(yours, maybe)

EVER wonder what the time-buyer thinks as he eyes your market, your station? Is the picture clear and compelling? Does he see your market in true perspective and your station as a good advertising buy? Or is the impression blurred and distorted? Maybe (sad thought) he doesn't even know you're there.

Time-buyers are human. Their impressions of your station are the ones you give them. Maybe they're the ones you fail to give them.

BROADCASTING's business is giving time-buyers the right slant on your station. To determine how well we do it, ask any of the scores of stations that have used our advertising columns three years or more. Or, on your next business trip, ask any national or regional time-buyer.

BROADCASTING
Broadcast Advertising

BROADCASTING *Blankets* TIME-BUYERS

Radio Editors of
NEWSPAPERS IN THE UNITED STATES AND CANADA

(In using as mailing list, use title of 'Radio Editor' as well as name because of frequent personnel changes)

ASSOCIATED PRESS

Charles E. Butterfield — 30 Rockefeller Plaza, New York City.

UNITED PRESS

Webb Artz—220 E. 42nd St., New York City.

INTERNATIONAL NEWS SERVICE

Burle Ely—235 E. 45th St., New York City.

ALABAMA

Birmingham News and Age-Herald—Turner Jordan.
Birmingham Post—Jean Moyer.
Mobile Times—Caro Lee Borden.
Mobile Press-Register—George Cox.
Montgomery Advertiser—William Mahoney.

ARIZONA

Phoenix Gazette—T. S. Allen
Phoenix Republic—Oley Henson.
Bisbee Ore Review—Fulton Moore.
Prescott Courier—W. P. Stuart.
Tucson Daily Citizen—Talbott Smith.
Tucson Arizona Daily Star—Fitz Turner.
Yuma Sun—R. E. Osborn.
Safford Graham Guardian—Bill Kelley.

ARKANSAS

Blytheville Courier-News — Graham Sudbury.
Fort Smith Tribune—Gene Gutheridge.
Hot Springs New Era-Sentinel Record—Kent Rush.
Jonesboro Sun—Fred Troutt.
Jonesboro Tribune—Donald Murray.
Little Rock Arkansas Democrat—J. W. Enochs.
Little Rock Gazette—Inez Hale McDuff.
Siloam Springs Heraid & Democrat—A. W. Perrine.

CALIFORNIA

Anaheim Bulletin—L. Loudon.
Berkeley Gazette—Helane Peters.
Eureka Humboldt Standard—Frank Flaherty.
Eureka Humboldt Times—Will Speegle.
Fresno Bee—Art Walter.
Fresno Guide—Joe King, Jr.
Fullerton News Tribune—Ed Elfstrom.
Hollywood Citizen News—Zuma Palmer.
Hollywood Reporter—Reed Porter.
Hollywood Shopping News—John Kemp.
Long Beach Press-Telegram and Sun—Jimmie Allen.
Long Beach Independent—George Coverdale.
Los Angeles Examiner—Jack Holmes.
Los Angeles Herald-Express—Jack Holmes.
Los Angeles Times—Jack Holmes.
Madera Tribune—Howard Clark.
Merced Sun Star—Ed Burrows.
Modesto Journal—Bob Caulkins.
Oakland Tribune—Charles McIntosh.
Orange Daily News—Bill Hart.
Pasadena Independent—W. N. MacBird.
Pasadena Star-News and Post—Reginald Warren.
Redding Searchlight—Mr. Brown.
Riverside Press & Enterprise—Earl Porter.
Sacramento Bee—Ronald D. Schofield.
Sacramento Union—Kirtley McBride.
San Bernardino Daily Sun & Telegram—Earl Buey.
San Diego Union and Evening Tribune—Maury Savage.
San Francisco Call-Bulletin—Bob Hall.
San Francisco Chronicle—Herb Calien.
San Francisco Examiner—Eddie Murphy.
San Francisco News—Emilie Hodel.
San Luis Obispo Telegram-Tribune—J. R. Paulson.
Santa Ana Independent—A. B. Berry.
Santa Ana Dial-O-Log—Tom Danson.
Santa Barbara News-Press — Charles A. Storke.
Santa Rosa Press-Democrat and Republican—Mike Pardee.
Stockton Independent—Florence Wycoff.
Stockton Record—Rossi Reynolds.
Turlock Daily Journal—Andy Curtin.
Visalia Times-Delta—Click Relander.
Watsonville Register & Pajaronian—Frank Orr.
Watsonville Sun—Clem Fye.

COLORADO

Denver Post—Betty Craig.
Denver Rocky Mountain News—Jimmy Briggs.
Denver Monitor—Carson Harris.
Durango News—William O'Roarke.
Grand Junction Daily Sentinel—Preston Walker.
Greeley Daily Tribune—Ralph Johnson.
Greeley Booster—Loren Walling.
La Junta Tribune—Emmanuel Diel.
Pueblo Star Journal & Chieftain—Phil Kerby.
Rocky Mountain News—Jimmie Briggs.

CONNECTICUT

Bridgeport Post—Rocky Clark.
Bridgeport Times-Star—Fred Thoms.
Bridgeport Herald—Leo Miller.
Hartford Courant—Douglas Fellows.
Hartford Times—Harold Waldo.
New Britain Herald—Charles Sikora.
New Haven Register—Colby Dreasons.
Waterbury Democrat—Neil Maloney.
Waterbury American-Republican — Christie Erk.

DISTRICT OF COLUMBIA

Washington Daily News—Helen Buchalter.
Washington Times-Herald—Bill Frank.
Washington Post—Richard Cowe.
Washington Evening Star—George Huber.

FLORIDA

Jacksonville Journal—James Massey.
Jacksonville Florida Times-Union—R. J. Moffett.
Miami Daily News—Jimmie McLean.
Miami Herald—Marion Stevens.
Miami Beach Topics—Jack Rice.
Orlando Times—William Glenn.
Orlando Sentinel and Reporter-Star—L. J. Hagood.
Palm Beach Post Times—Hustin McMillan.
Palm Beach Daily News (Dec. 1-May 1)—John Githens.
Pensacola News—Don Hogan.
Pensacola Journal—John Cole.
Panama City News Herald—Thorne Lane.
St. Petersburg Times—Clayton Wright.
St. Petersburg Evening Independent—Bill Dunlap.
Tampa Daily Times—J. F. Smiley.
Tampa Tribune—Harry Schaden.
Winter Park Herald—Bill Traer, Jr.

GEORGIA

Albany Herald—Jimmie Robinson.
Atlanta Journal—Ernest Rogers.
Atlanta Constitution—Howell Jones.
Atlanta Georgian—Treville Lawrence.
Augusta Chronicle—Bob Parks.
Macon Telegraph—Buford Boone.
Macon News—Donald McDonald.
Savannah Morning News & Evening Press—Gray Brandon.
Waycross Journal-Herald—Jack Williams, Jr.

IDAHO

Boise Capital News—Jewel Carpenter.
Boise Idaho Daily Statesman—Robert McDevitt.

ILLINOIS

Champaign News-Gazette—Fred Vance.
Chicago Daily News—Joe Gorg.
Chicago Times—Don Foster.
Chicago Herald-American — Lorene Nystrom, Ulmer Turner.
Chicago Tribune—Larry Wolters.
Danville Commercial-News—H. B. Keck.
Decatur Herald & Review—E. O. McCann.
East St. Louis Journal—Howard Moore.
Harrisburg Daily Register—Alta Givens.
Mattoon Journal Gazette—William Hammill.
Moline Dispatch—Fred Klann.
Peoria Journal-Transcript — M. Shepherdson.
Peoria Star—Goldie Lauterbach.
Rockford Register-Republic—Jean Grim.
Rockford Star—Curt West.
Rock Island Argus—Don Wright.
Springfield Illinois State Journal—Harry Moody.
Tuscola Review—Everett Bruhn.
Urbana Courier—Dave Welling.

INDIANA

Decatur Democrat—Arthur Holthouse.
Elkhart Daily Truth—Dan Albrecht.
Evansville Courier-Press—Clarence Kerlin, Theo. Nadelstein, Clifton Brooks.
Fort Wayne Journal-Gazette — Chester Brouwer.
Fort Wayne News-Sentinel—Jack Barker
Indianapolis News—Herb Kenny.
Indianapolis Star—Robert Tucker.
Indianapolis Times—James Morrison
Lafayette Journal-Courier—Richard Greenwood.
South Bend Tribune—Ira Carpenter.
Vincennes Sun-Commercial—Ross Garrigus.

IOWA

Ames Tribune-Times—Virginia Cook.
Cedar Rapids Gazette—Edward F. Dose.
Council Bluffs Nonpareil—Andy Thornell.
Davenport Daily Times—Tom O'Hern.
Davenport Democrat & Leader—Ina Wickham.

IOWA (Continued)

Decorah Public Opinion—A. C. Bishop.
Decorah Journal—Justin Hammond .
Decorah Posten—Dr. Christian Prestgard, Georg Strandvold.
Des Moines Register & Tribune—Mary Little.
Dubuque Daily Tribune—Carl Ochs.
Dubuque Telegraph-Herald—William Arndt.
Keokuk Tri-State News—Calvin Siffert.
Sioux City Journal—Willis Forbes.
Sioux City Tribune—John Kelly.

KANSAS

Atchison Gazette—Ted Gilmore.
Coffeyville Journal—Clair Foster.
Kansas City Kansan—Ruth Kendall.
Lawrence Journal-World—J. W. Murray.
Manhattan Mercury—H. O. Dendurant.
Manhattan Chronicle—Charles Platt.
Topeka Capital—E. D. Keilmann.
Topeka State Journal—George Hillyer.

KENTUCKY

Ashland Independent—Brady Black.
Lexington Leader and Herald—Richard Ferguson.
Louisville Courier-Journal and Times — James Sheehy.
Owensboro Messenger and Inquirer—John Potter, Clyde Watson.
Paducah Sun-Democrat—Joe Lagore.
Paducah Press—Murray K. Rogers.

LOUISIANA

New Orleans Times-Picayune and States—Mercie Mateiu.
New Orleans Item-Tribune—Gus Koorie.
Shreveport Times—Pat White.
Shreveport Journal—Tom Ashley.

MAINE

Bangor News—John O'Connell.
Bangor Commercial—Frank Bass.
Portland Press-Herald and Express—Mrs. Ina Sommerville.
Portland Sunday Telegram—Harold Cram.

MARYLAND

Baltimore News-Post & Sunday American—J. Hammond Brown.
Baltimore Morning Sun—E. J. Chapman.
Baltimore Evening Sun—Harry Stewart.
Baltimore Sunday Sun—Harry Haller, Florence Hiss.
Hagerstown Globe—Brewer Stouffer.

MASSACHUSETTS

Boston Globe—Elizabeth Sullivan.
Boston Post—Howard Fitzpatrick.
Boston Herald-Traveler—Alice Quinlan.
Boston Transcript—Frederick W. Hobbs.
Boston American Record and Sunday Advertiser—Newcomb Thompson.
Christian Science Monitor, Boston—Alfred E. Hughes.
Lawrence Eagle & Tribune—Sebastian Bartolotta.
Lowell Courier-Citizen and Leader—Ethel K. Billings.
Lowell Sun—Charles G. Sampas.
Newburyport News—W. E. Bartelett.
New Bedford Standard-Times and Mercury—John Dakin.
Pittsfield Berkshire Eagle—Rex Fall.
Springfield Union—Henry P. Lewis.
Springfield News and Republican—Benjamin Buxton.
Worcester Telegram and Gazette—Frederick L. Rushton.

MICHIGAN

Battle Creek Enquirer-News—Alfred H. Haight.
Battle Creek Moon-Journal—J. Ray Simmons.
Bay City Times—Margaret Ellison.
Detroit News—Herschell Hart.
Detroit Times—Ray Thomas, Pat Dennis.
Detroit Free Press—Ella McCormick.
Flint News-Advertiser—Irving Chimovitz.
Grand Rapids Press—Evelyn Titus.
Grand Rapids Herald—W. B. McClaran.
Grand Rapids Shopping News—Ray Doran.
Ironwood Globe—Ed Johnson.
Kalamazoo Gazette—Ralph Patton.
Kalamazoo News-Advertiser—Fred Bayer.
Lansing State Journal—Jerry Root.
Muskegon Chronicle—William Bowles.
Royal Oak Tribune—Lynn Miller.
Saginaw News—L. Wahl.

MINNESOTA

Duluth News Tribune and Herald—Nathan Cohen.
Duluth Lake & Farm Journal—George Kelly.
Fergus Falls Tribune—Ed Lux.

MINNESOTA (Continued)

Hibbing Tribune—George Fisher.
Minneapolis Star-Journal — George Grim, Jean Huck.
Minneapolis Tribune—Phil Shipley.
Moorhead Daily News—James Acton.
Rochester Post-Bulletin — G. W. Witherstine.
St. Cloud Times-Journal—Harold Schoelkopf.
St. Paul Dispatch and Pioneer Press—Jules Steele.
Winona Republican-Herald—Gordon Clauway.

MISSISSIPPI

Greenwood Commonwealth — Littleton Upshur.
Gulfport-Biloxi Herald—George Wilkes.
Jackson Advertiser—Ralph Maddox.
Vicksburg Post and Herald—B. Conway.

MISSOURI

Columbia Tribune—E. A. Soderstrom.
Kansas City Journal—Dorothy Milo, John Camerson Swayze.
Kansas City Star—H. Dean Fitzer.
St. Joseph News-Times—Prentis Mooney.
St. Joseph Gazette—M. Dow Mooney.
St. Louis Globe-Democrat — Harry LaMertha.
St. Louis Post-Dispatch—James L. Spencer.
St. Louis Star-Times—Harriett Hagen.
Springfield News and Leader & Press—Dick Terry.

MONTANA

Butte Montana Labor News—Charles Hanswirth.
Kalispell News—Frank Tripett.
Livingston Enterprise—B. Flyn.
Wolf Point Herald—Charles Marshall.

NEBRASKA

Lincoln Nebraska State Journal and Star—Bruce Nicoll.
Norfolk Daily News—Art Thomas.
Omaha World-Herald—Keith Wilson.

NEVADA

Reno Gazette—Joe McDonald.
Reno Nevada State Journal—Jack Rutlidge.

NEW HAMPSHIRE

Concord Monitor—R. H. Keeler.
Keene Sentinel—Ralph Newell.
Laconia Citizen—Elwin Twombley.
Manchester Union-Leader—Louise Walker.
Manchester L'Avernir National—Josephat Benoit.
Portsmouth Herald—Percy Moulton.

NEW JERSEY

Atlantic City Press and Union—Howard P. Dimon.
Camden Courier-Post—Marian Gilson.
Camden South Jersey News—Albert Kaplan.
Camden Argus—William H. Jeffries.
Jersey City Jersey Journal—C. J. Ingram.
Newark News—Rupert Ede.
Plainfield Courier-News—Kenneth White.

NEW MEXICO

Albuquerque Journal—Paul Weeks.
Albuquerque Tribune—Irene Fisher.
Santa Fe Examiner—J. F. Pichler.

NEW YORK

Albany Knickerbocker News—Ed Healey.
Auburn Citizen-Advertiser — William O. Dapping.
Binghamton Sun—Letitia Lyon.
Binghamton Press—George Curtis.
Brooklyn Eagle—Jo Ranson.
Brooklyn Citizen—Murray Rosenberg.
Brooklyn Daily Express—Rayness Copeland.
Buffalo Courier-Express—George F. Oliver, Don Tranter.
Buffalo News—Joseph Haeffner.
Elmira Star-Gazette—George McCann.
Elmira Advertiser—Charles Barber.
Elmira Sunday Telegram — Edward Van Dyke.
New York Herald-Tribune—Ted Rowe.
New York Journal-American—Tom Brooks.
New York Mirror—Nick Kenny.
New York News—Ben Gross.
New York Post—Leonard Carlton.
New York Sun—E. L. Bragdon.
New York Times—Orrin Dunlap Jr.
New York World-Telegram—Alton Cook.
Ogdensburg Advance-News—Roger Orr.
Olean Times-Herald—Don Walker.

NEW YORK (Continued)

Poughkeepsie Sunday Courier—Katherine Fisher.
Rochester Democrat & Chronicle—DeWitt Manning, Edna Kennell.
Rochester Times-Union—Don Yerger, Edna Kennell.
Schenectady Union-Star—John Blawis.
Schenectady Gazette—Ned Wintersteen.
Syracuse Herald-Journal—Robert Hoffman.
Syracuse Post-Standard—Robert Gibson.
Troy Record—A. F. Demers.
Yonkers Herald Statesman, Post Chester Item, Mt. Vernon Argus, Tarrytown News, New Rochelle Standard Star, White Plains Dispatch and Mamaroneck Times—John Di Simone.

NORTH CAROLINA

Asheville Citizen—O. C. Dawkins.
Asheville Times—Weimer Jones.
Durham Sun—Wyatt Dixon.
Durham Herald and Sunday Herald-Sun—Fred Haney.
Raleigh News & Observer — Charles J. Parker.
Raleigh Times—Irving Cheek.
Salisbury Post—John Harden.

NORTH DAKOTA

Bismarck Tribune—William Moeller.
Bismarck Capital—Charles Goodwin.
Devils Lake Journal—Arthur Timboe.
Devils Lake World—Geordon Stefonowicz.
Fargo Forum—Roy Johnson.

OHIO

Akron Beacon-Journal—Dorothy Doran.
Ashtabula Star-Beacon—Marvin E. Walker.
Canton Repository—Clifford Glass.
Conneaut News-Herald—Robert St. John.
Cincinnati Post—Paul Kennedy.
Cincinnati Times-Star—France Raine.
Cincinnati Enquirer—Jack Rogers, Andrew Poppe.
Cleveland News—Elmore Bacon.
Cleveland Plain Dealer—Robert Stephan.
Cleveland Press—Norman Siegel.
Geneva Free Press—Charles E. Bonser.
Painesville Telegraph—David E. Bollinger.
Columbus Dispatch—Grand Dillman.
Columbus Ohio State Journal — Harold Eckert.
Columbus Citizen—Ed McCoy.
Columbus Sunday Star—Joe Mills.
Dayton News—Charles Gay.
Dayton Herald—Zeb Pike.
Dayton Journal—Tom Kirchner.
Springfield News—J. Richard Wolbert.
Springfield Sun—William Henley.
Lima News—James Blissel.
Portsmouth Times—William Lamble.
Toledo Blade—Richard Pheatt.
Toledo Sunday Times—Donald Wolfe.
Youngstown Vindicator—Caroline McDonald.
Zanesville News—Earl Jones.
Zanesville Signal, Zanesville Times-Recorder—Clay Littick.

OKLAHOMA

Ada News—W. D. Little.
Ardmore Daily Ardmoreite—Ramon Martin.
Enid News and Eagle—Harold Baker.
Muskogee Phoenix and Times-Democrat—Paul Brunner.
Oklahoma City Oklahoman and Times—Bruce Palmer.
Shawnee News and Star—Bryan Roberts.
Tulsa World—Lee Earhart.
Tulsa Tribune—Dick Jones.

OREGON

Astoria Astorian-Budget—Fred Andrus.
Bend Bulletin—R. M. Cox.
Eugene Register Guard—Dick Strite.
Grants Pass Courier—Earl Voorhies.
Medford Mail-Tribune—Herbert Gray.
Marshfield Coos Bay Times—Red Hornish.
Portland Oregon Journal—Lawrence Gilbertson.
Portland Oregonian—William Moyes.
Portland Shopping News — Grace Crawthorne.
Roseburg News-Review—Marshall Hunt.
Salem Oregon Statesman—Steve Mergler.
Salem Capital Journal—Fred Zimmerman.

PENNSYLVANIA

Erie Dispatch-Herald—A. J. White.
Erie Times—Charles Wells.
Harrisburg Telegraph—E. S. Fisher.
Johnstown Tribune—Ben Coll.
Johnstown Democrat—John Sheridan.
Lancaster Intelligencer-Journal — Donald McCollough.
Lancaster New Era—Herbert Krone.
Philadelphia Public Ledger—George Opp.
Philadelphia Bulletin—Elmer Cull.
Philadelphia Inquirer—Frank Rosen.
Philadelphia Record—George Lilley.
Philadelphia News—Raymond Gathrid.
Pittsburgh Post-Gazette—Darrell V. Martin.
Pittsburgh Press—Si Stanhauser.
Pittsburgh Sun-Telegraph — Zora Unkovitch.

PENNSYLVANIA (Continued)

Sharon Herald—Jerry Harshman.
Sunbury Item—Reg Merridew.
Uniontown Herald-Genius—William Fields.
Uniontown News-Standard—George Gray.
Wilkes-Barre Times-Leader—Joseph Murphy.
Wilkes-Barre Record—Joseph Collis.
Wilkes-Barre Sunday Independent—Thomas Heffernan, Jr.
Williamsport Sun—J. Mark Good.
Williamsport Gazette & Bulletin—Quentin Beauge.

RHODE ISLAND

Pawtucket Times—Sylvester Sprague.
Providence Journal—Ben Kaplan.
Newport Herald—Francis X. Flannery.
Newport Daily News—Clifton Holman.
Woonsocket Call—Gregory C. Greene.

SOUTH CAROLINA

Anderson Independent—Lawrence S. Hembree.
Anderson Mail—Red Canup.
Charleston News & Courier—T. R. Waring, Jr.
Charleston Post—Manning Rubin.
Columbia State—S. L. Latimer.
Columbia Record—Caldwell Withers.
Florence Star—Melvin Purvis.
Greenville News—Don Crosland.
Greenville Piedmont—Jimmie Thompson.

SOUTH DAKOTA

Pierre Capital Journal—James B. Hipple.
Pierre Dakotan—Godfrey Roberts.
Rapid City Journal—Redford H. Dibble.
Sioux Falls Argus-Leader—George Rohn.
Vermillion Plain Talk—Herbert Evans.
Yankton Press & Dakotan—Fred Monfore.

TENNESSEE

Chattanooga Free Press—Glenn Jordan.
Chattanooga News—Quentin Core.
Chattanooga Times—Tom Brahan.
Knoxville News-Sentinel—Dick Golden.
Knoxville Journal—Frank Larkin.
Memphis Press-Scimitar—Robert Johnson.
Memphis Commercial Appeal—Robert Gray.
Nashville Banner—Milton Randolph.
Nashville Tennessean—Bobby Seals.
Nashville Times—Warner Ray.

TEXAS

Abilene Reporter-News — P. Anderson, Wendell Beeichek.
Amarillo Globe-News—W. S. Izzard.
Amarillo Times—Howard Arnberg.
Austin American—Buck Hood.
Austin Statesman—Bill Weeg.
Austin Tribune—Pericles Alexander.
Beaumont Enterprise—Merita Mills.
Beaumont Journal—Eva Feinburg.
Big Spring Herald—Robert W. Whipkey.
Brady Heart-O-Texas News—J. C. Rothwell.
Brownwood Bulletin—Flash MacBeth.
Dallas Dispatch-Journal—Terence Walsh.
Dallas News—John Rosenfield, Victor Davis.
Dallas Times-Herald—Douglas Hawley.
El Paso Herald-Post—Chester Chope.
El Paso Times—Bill Hooten.
Fort Worth Press—Delbert Willis.
Fort Worth Star-Telegram—Bill Potts.
Houston Post—Lois Cain.
Houston Chronicle—Mildred Stockard.
Houston Press—Tony Triola.
Pampa News—Tex DeWeese.

TEXAS (Continued)

Paris News—Orville Lee.
Pecos Enterprise—Betsy Ross.
San Angelo Standard Times—Dean Chenoweth.
San Antonio Express—A. W. Grant.
San Antonio News—A. W. Walliser.
San Antonio Light—Renwicke Cary.
Sherman Democrat—W. E. Atkins.
Sweetwater Reporter—George Bennitt.
Temple Telegram—Carolyn Malina.
Texarkana Gazette & News—J. Q. Mahaffey.
Vernon Record—Laura Tannahill.
Waco News-Tribune and Times-Herald—Gerald Frazier.
Wichita Falls Times—L. Hamlett.
Wichita Falls Record News—W. L. Underwood.

UTAH

Salt Lake City Tribune—Leroy Simmons
Salt Lake City Deseret News—Wilby Durham.

VERMONT

Burlington Daily News—Harry Holden.
Waterbury Record—Bill Ricker.

VIRGINIA

Fredericksburg Free Lance-Star—E. McIver.
Newport News Press—Lewis Jester.
Newport News Times-Herald—William M. Harrison.
Norfolk Ledger-Dispatch — Charles Hoofnagle.
Richmond Times-Dispatch—Bruce Clarke.
Richmond News-Leader—Elizabeth Copeland.
Roanoke Times—William Atkinson.
Roanoke World-News—Shields Johnson.

WASHINGTON

Aberdeen World—Harlam Plumb.
Centralia Chronicle—Vance Knowles.
Chehalis Advocate—Chapin Foster.
Everett Herald—W. R. Butler.
Grays Harbor Washingtonian — William Koski.
Longview News—Marry Kerr.
Olympia Olympian—Jesse Steere.
Olympia News—Mrs. C. Hoyt.
Pullman Herald—Karl Allen.
Seattle Post-Intelligencer—Paul Tiesche.
Seattle Times—Bob Heilman.
Seattle Star—Roy F. Ryerson.
Spokane Spokesman-Review—Byron Johnsrud.
Spokane Chronicle—Wafford Conrad.
Tacoma News-Tribune—Paul Anderson.
Tacoma Times—Jane Mottau.
Vancouver Carl County Sun—Marion Sexton.
Walla Walla Union-Tribune — Sherman Mitchell.
Walla Walla Union-Bulletin—Robert Fisher.

WEST VIRGINIA

Charleston Mail—Anise Cassab.
Charleston Gazette—Frank Knight.
Clarksburg Exponent—H. G. Rhawn.
Clarksburg Telegram—Frank Carpenter.
Fairmont Valley News Index — Bernard Gottlieb.
Huntington Herald-Dispatch — Raymond Brewster.
Huntington Advertiser—Clyde Wellman.
Huntington Herald-Advertiser — H. L. Pinckard.
Wheeling Home Talk—Lester Smith.

WISCONSIN

Fond du Lac Commonwealth Reporter—Lynn N. Fairbanks.
Green Bay De Pere Journal-Democrat—John Creviere.
Janesville Gazette — Ann Tenney, Ruth Guilfayle.
Madison Wisconsin State Journal—William L. Doudna.
Madison Capital-Times—K. F. Schmitt.
Milwaukee Journal—Edgar Thompson.
Milwaukee Sentinel—Buck Herzog.
Milwaukee Post—Armin C. Tewes.
Racine Journal-Times—Paul Frey.
Sheboygan Press—Elmer Zufelt.
Stevens Point Journal—James W. Hull.

WYOMING

Sheridan Press—L. L. MacBride.

ALASKA

Fairbanks News-Miner — Georg Nelsson Myers.
Fairbanks Alaska Miner—E. F. Jessen.

HAWAII

Hilo Tribune-Herald—Kenneth Byerly
Hilo Hawaii Press—John Lee.
Honolulu Star-Bulletin—Paul Findeisen.
Kaukai Filipino News—Leanora Curameng.
Lihue Garden Isle—Dora Muranaka.

ALBERTA

Calgary Albertan—Peggy Higgs.
Edmonton Journal—Homer Ramage.
Edmonton Bulletin—S. C. Betts.
Edmonton Radio Flashes—H. G. Turner.
Grande Prairie Herald-Tribune — James Yule.

BRITISH COLUMBIA

Nelson Daily News—Hume A. Lethbridge.
Trail Times—William Curran.
Vancouver Province—Helen Walls.
Vancouver Sun—Bill Newell.
Vancouver News-Herald—Jack Bird.
Victoria Daily Colonist—William Fletcher.
Victoria Times—Lloyd Baker.

MANITOBA

Winnipeg Free Press—H. E. Spencer.
Winnipeg Tribune—Denny Brown.

NEW BRUNSWICK

St. John Telegraph-Journal and Times-Globe—Christine A. Fewings.

NOVA SCOTIA

Glasgow News—James Cameron.
Halifax Herald—Lionel Shatford.
Halifax Chronicle—Harold Hoganson.
Yarmouth Herald and Telegram—Clarence Shapiro.

ONTARIO

Brantford Expositor—Douglas O'Neal.
Chatham Daily News—Bill Robinson.
Hamilton Spectator—Miss F. Brown.
London Free Press—J. C. Burns.
Timmins Press—Leone Noble.
Ottawa Citizen—Alfred Christopher.
Ottawa Journal—Monte Taschereau.
Prescott Journal—William Hogle, W. E. Crateau.
Ottawa Le Droit—Camille Hudon.
Sarnia Canadian Observer—A. W. Tennant.
Sudbury Star—C. H. Smith.
Toronto Star—J. Annan.
Toronto Telegram—Jim Hunter.
Toronto Globe-Mail—C. Jenkins.
Toronto Star—William Dodd.
Windsor Star—Ross Mason.

PRINCE EDWARD ISLAND

Summerside Journal—A. R. Brennan.
Summerside Pioneer—J. P. McInnis.

QUEBEC

Montreal Star—J. G. Haviland.
Montreal Gazette—Thomas Archer.
Montreal Herald—F. Shannon.
Montreal Standard—G. C. Gannon.
Montreal La Presse—Romeo Leblanc.
Montreal LeDevoir—Lucien Desbiens.
Montreal La Patrie—M. Carbonneau.
Quebec City L'Evenement-Journal Le Soleil—Germaine Bundock.
Quebec City L'Action Catholique—Jean-Thomas Perron.
Quebec City Chronicle-Telegraph — M. Houde.
Rimouski Radio-Monde L'Echo du Bas St. Laurent—L. Lamontagne.
Rouyn-Noranda Press—Dan Jones.
Val d'Or Star—Charles Madison.
Val d'Or La Voix de Val l'Ore—L. Godin.

SASKATCHEWAN

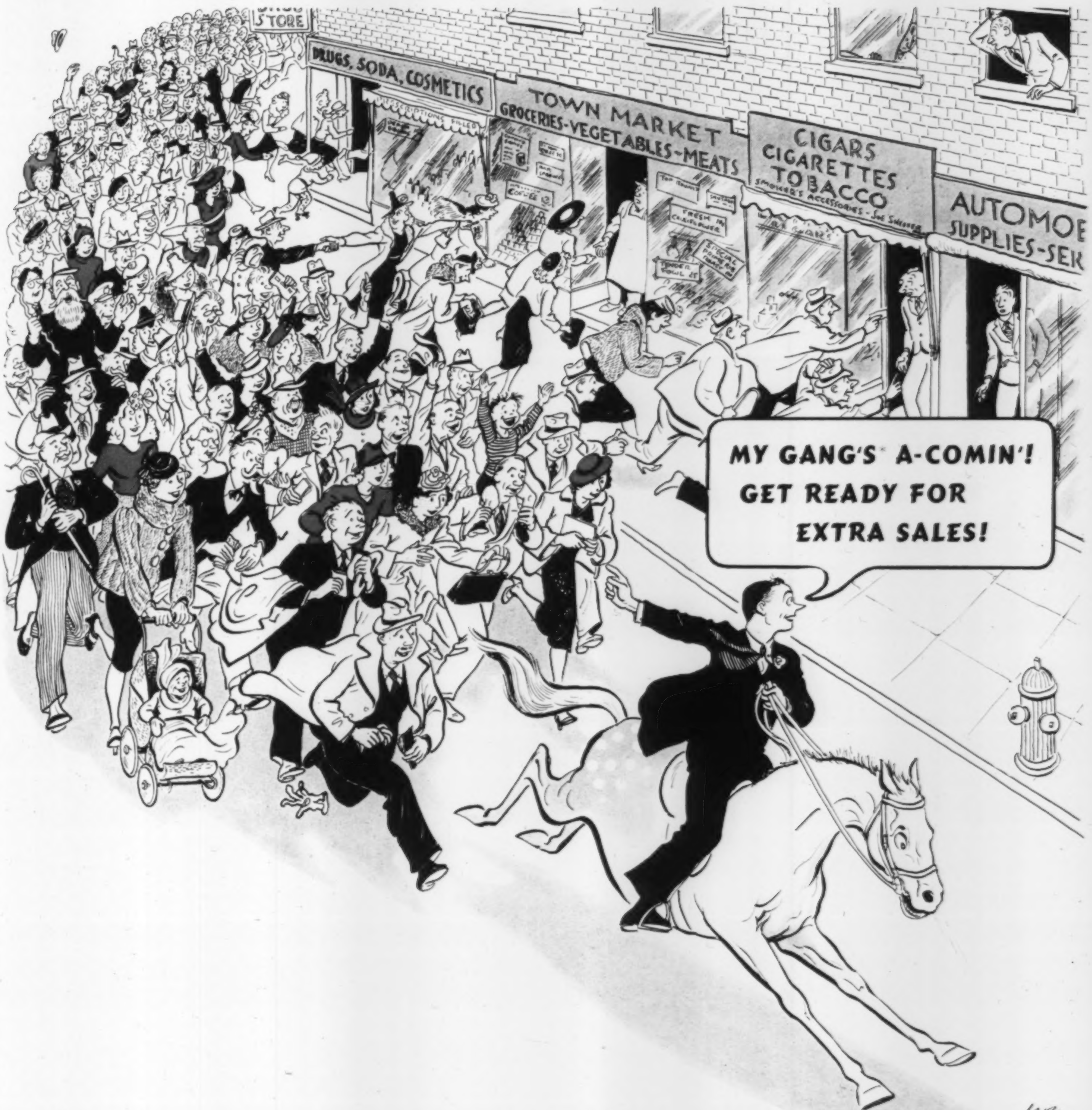
Moose Jaw Times—Vic Mackie.
Moose Jaw Western Spotlight—L. H. Lewry.
Prince Albert Herald—E. N. Davis.
Regina Daily Star—Andy McDermott.
Regina Leader-Post—G. J. Johnson.
Saskatoon Star-Phoenix—H. A. Walls.
Yorkton Enterprise—Ken Mayhew.
Yorkton Tribune—Denny Brown.

1000—STREAMLINED—Watts
(Daytime)
WCAP
"In the Heart of the Motor Industry"
PONTIAC — — MICHIGAN

Advertisers Using NBC-Red Network During 1939

Sponsor	Product	Program	Time	No. of Stations	Duration of Contract	Agency & City
Acme White Lead & Color Works Detroit	Paint	Smilin' Ed McConnell	Saturday, 11:15-11:30 A.M.	38	Sept. '39—	Henri, Hurst & McDonald, Chicago
American Cigarette & Cigar Co., New York	Pall Mall Cigarettes	Eddy Duchin's Orchestra	Monday, 9:30-10:00 P.M.	53	Sept. '38-May '39	Young & Rubicam, N. Y.
American Oil Co., Baltimore	Gas & Oil	Preakness	Saturday, 6:15-6:45 P.M.	34	May 13, 1939 Only	Joseph Katz Co., Baltimore
American Tobacco Co., New York	Lucky Strike	Kay Kyser's College	Wednesday, 10:00-11:00 P.M.	69	Nov. '38—	Lord & Thomas, N. Y.
Anacin Co., Jersey City	Anacin	Just Plain Bill	Mon., Tues., Wed., 10:30-10:45 A.M.	42	Sept. '36—	Blackett-Sample-Hummert, N. Y.
B. T. Babbitt Co., New York	Bab-O Cleaner	David Harum	Mon.-Fri., 11:00-11:15 A.M.	23	June '36—	Blackett-Sample-Hummert, N. Y.
Ballard & Ballard Co., Louisville	Biscuits	Oven Ready Program	Fri. & Sat., 10:00-10:15 A.M.	18	Sept. '38-Mar. '39	Henri, Hurst & McDonald, Chicago
Bayer Co., New York	Aspirin	Album of Familiar Music	Sunday, 9:30-10:10 P.M.	58	Oct. '31—	Blackett-Sample-Hummert, N. Y.
Bayer Co., New York	Lozengers	Backstage Wife	Mon. -Fri., 4:00-4:30 P.M.	35	Nov. '39—	Blackett-Sample-Hummert, N. Y.
Bi-So-Dol Co., Jersey City	Bi-So-Dol	John's Other Wife	Thurs. & Fri., 10:15-10:30 A.M.	53	Sept. '39—	Blackett-Sample-Hummert, N. Y.
Bristol-Myers Co., New York	Vitalis	For Men Only	Tuesday, 8:30-9:00 P.M.	44	Oct. '38-June '39	Pedlar & Ryan, N. Y.
Bristol-Myers Co., New York	Vitalis	George Jessel	Friday, 9:30-10:00 P.M.	51	Oct. '39—	Pedlar & Ryan, N. Y.
Bristol-Myers Co., New York	Ipana, Sal Hepatica	Town Hall Tonight	Wednesday, 9:00-10:00 P.M. 12:00-1:00 A.M.	51	July '34-June '39	Young & Rubicam, N. Y.
Bristol-Myers Co., New York	Ipana, Sal Hepatica	What's My Name	Wednesday, 9:00-9:30 P.M. 12:00-12:30 A.M.	51	July '39-Sept. '39	Young & Rubicam, N. Y.
Bristol-Myers Co., New York	Vitalis	George Jessel's Celebrities	Wednesday, 9:30-10:00 P.M.; 12:30-1:00 A.M.	51	July '39-Sept. '39	Pedlar & Ryan, N. Y.
Bristol-Myers Co., New York	Ipana, Sal Hepatica	Fred Allen Show	Wednesday, 9:00-10:00 P.M.; 12:00-1:00 A.M.	54	Sept. '39—	Young & Rubicam, N. Y.
Brown & Williamson Tobacco Co., Louisville	Raleigh & Kool	Tommy Dorsey's Orchestra	Wednesday, 8:30-9:00 P.M.; 11:30-12:00 Mid.	55	Feb. '38-Sept. '39	BBDO, N. Y.
Brown & Williamson Tobacco Co., Louisville	Avalon	Avalon Time	Saturday, 7:00-7:30 P.M.; 12:30-1:00 A.M.	65	Oct. '38-Mar. '39	Russell M. Seeds, Chicago
Brown & Williamson Tobacco Co., Louisville	Avalon	Avalon Time	Saturday, 8:30-9:00 P.M.; 12:00-12:30 A.M.	67	Mar. '39-Sept. '39	Russell M. Seeds, Chicago
Brown & Williamson Tobacco Co., Louisville	Avalon	Avalon Time	Wednesday, 8:30-9:00 P.M.; 11:30-12:00 Mid.	71	Sept. '39—	Russell M. Seeds, Chicago
Brown & Williamson Tobacco Co., Louisville	Raleigh Tobacco	Uncle Walter's Dog House	Tuesday, 10:30-11:00 P.M.	67	May '39—	Russell M. Seeds, Chicago
Brown & Williamson Tobacco Co., Louisville	Tobacco	Home Town	Sunday, 10:30-11:00 P.M.	17	Nov. '39—	Russell M. Seeds, Chicago
Buick Motor Co., Detroit	Motor Cars	Louis-Lewis Fight	Wednesday, 10:00 P.M. to Finish	97	Jan. 25, 1939 Only	Arthur Kudner Inc., N. Y.
Cal-Aspirin Corp., New York	Cal-Aspirin	Young Widder Brown	Mon. & Tues., 11:30-11:45 A.M.	22	Sept. '38-Nov. '39	Blackett-Sample-Hummert, N. Y.
Cal-Aspirin Corp., New York	Cal-Aspirin	Young Widder Brown	Mon. & Tues., 4:45-5:00 P.M.	33	Nov. '39—	Blackett-Sample-Hummert, N. Y.
Campbell Soup Co., Camden, N. J.	Soups	Amos'n'Andy	Mon.-Fri., 7:00-7:15 P.M.; 11:00-11:15 P.M.	46	Jan. '38-Mar. '39	Ward Wheelock Co., Philadelphia
Campbell Soup Co., Camden, N. J.	Tomato Juice	Human Side of News	Mon., Wed., Fri., 7:15-7:30 P.M.; 11:15-11:30 P.M.	39	Sept. '38-Mar. '39	Ward Wheelock Co., Philadelphia
Carnation Co., Milwaukee	Milk	Contented Program	Monday, 10:00-10:30 P.M.	64	May '31—	Edwin Wasey & Co., Chicago
Cities Service Co., New York	Gas & Oil	Cities Service Concert	Friday, 8:00-9:00 P.M.	53	Feb. '27—	Lord & Thomas, N. Y.
Colgate-Palmolive-Peet Co., Jersey City	Super Suds	Ellen Randolph	Mon.-Fri., 1:15-1:30 P.M.	49	Oct. '39—	Benton & Bowles, N. Y.
Cummer Products Co., Bedford, O.	Energine	Paul Wing's Spelling Bee	Sunday, 5:30-6:00 P.M.	24	Sept. '38—	Stack-Goble Adv. Agcy., Chicago
Cummer Products Co., Bedford, O.	Molle Shaving Cream	Battle of the Sexes	Tuesday, 9:00-9:30 P.M.; 12:00-12:30 A.M.	53	Sept. '38—	Stack-Goble Adv. Agcy., Chicago
Dunn & McCarthy, Auburn, N. Y.	Enna Jettick Shoes	Enna Jettick Melodies	Sunday, 5:00-5:15 P.M.	91	Aug. '39-Nov. '39	Marshalk & Pratt, N. Y.
H. Fendrich, Evansville, Ind.	Cigars	The Dreamer	Sunday, 2:00-2:30 P.M.	13	Sept. '39-Dec. '39	Ruthrauff & Ryan, Chicago
Firestone Tire & Rubber Co., Akron	Tires & Tubes	Voice of Firestone	Monday, 8:30-9:00 P.M.; 11:30-12:00 Mid.	111	Dec. '28—	Sweeney & James Co., Cleveland
F. W. Fitch Co., Des Moines	Hair Tonic & Shampoo	Fitch Band Wagon	Sunday, 7:30-8:00 P.M.	76	Sept. '38—	L. W. Ramsey Co., Davenport, Ia.
Food & Beverage Broadcasters Assn., San Francisco	Glass Containers	I Want a Divorce	Sunday, 3:00-3:30 P.M.; 4:00-4:30 P.M.	39	Oct. '39—	Emil Brisacher & Staff, San Francisco
General Electric Co., Cleveland	Lamps	Hour of Charm	Monday, 9:00-9:30 P.M.	58	Oct. '38-May '39	Maxon, Inc., N. Y.
General Electric Co., Cleveland	Lamps	Hour of Charm	Sunday, 10:00-10:30 P.M.	58	Sept. '39—	BBDO, N. Y. Foster & Davies, Cleveland
General Foods Corp., New York	Grape Nuts	Al Pearce & His Gang	Monday, 8:00-8:30 P.M.; 10:30-11:00 P.M.	80	Oct. '38-July '39	Young & Rubicam, N. Y.
General Foods Corp., New York	Maxwell House Coffee	Good News of 1939	Thursday, 9:00-10:00 P.M.	78	Sept. '38-June '39	Benton & Bowles, N. Y.
General Foods Corp., New York	Maxwell House Coffee	Good News of 1940	Thursday, 9:00-10:00 P.M.	85	Sept. '39—	Benton & Bowles, N. Y.
General Foods Corp., New York	Jello	Jack Benny	Sunday, 7:00-7:30 P.M.; 11:30-12:00 Mid.	96	Sept. '38-June '39	Young & Rubicam, N. Y.
General Foods Corp., New York	Jello Ice Cream Mix.	Aldrich Family	Sunday, 7:00-7:30 P.M.; 11:30-12:00 Mid.	72	June '39-Sept. '39	Young & Rubicam, N. Y.
General Foods Corp., New York	Jello	Jack Benny	Sunday, 7:00-7:30 P.M.; 11:30-12:00 Mid.	99	Oct. '39—	Young & Rubicam, N. Y.
General Mills, Minneapolis	Corn Kix	Those Happy Gilmans	Mon.-Fri., 1:45-2:00 P.M.	18	Aug. '38-May '39	Blackett-Sample-Hummert, Chicago
General Mills, Minneapolis	Flour & Wheaties	Gold Medal Hour	Mon.-Fri., 2:00-3:00 P.M.	29	May '38—	Blackett-Sample-Hummert, Chicago Knox Reeves, Minneapolis

[Continued on Page 219]


DRUG STORE
DRUGS, SODA, COSMETICS
TOWN MARKET
GROCERIES-VEGETABLES-MEATS
CIGARS
CIGARETTES
TOBACCO
AUTOMOB
SUPPLIES-SER
MY GANG'S A-COMIN'! GET READY FOR EXTRA SALES!
Wm Rose

Spreading the Good Word

One reason for the Red Network's ability to produce extra sales results . . .

*Its Extra Audience is One Reason Why the RED is America's No. 1 Network!

There are other reasons too . . . reasons that prove why year after year the NBC Red Network is the country's No. 1 advertising medium!

Take Audience . . . No other network offers advertisers a regular listening audience as large as the Red's. It's by far the biggest in the business. In addition, more families "listen most" to the Red than to any other network. *A CAB rating on the Red means a greater nationwide audience for a program than the same rating on any other network!*

Take Facilities . . . Not only does the Red Network offer you *more* power, *more* stations on the desirable frequencies—*more* clear channel stations than any other network, but *better* stations as well! Modern, powerful stations that blanket the buying areas from the Atlantic to the Pacific. The kind of stations that build an audience with clean-cut, easy reception of popular programs.

Take Programs . . . Ever since network broadcasting began seventeen years ago, the Red has set the program pace. And ever since the CAB began checking program appeal in 1930, this network has broadcast the majority of the most popular day and night-time shows. In addition, the Red—year in and year out, walks off with the overwhelming majority of honors in program popularity polls conducted by Variety, Radio Daily, Hearst Radio Editors, the New York World-Telegram, The Cleveland Plain Dealer and others.

Take Selling Power . . . The volume of business placed with the Red Network by the country's leading advertisers is eloquent testimony to this network's selling power. Every year since the beginning of network broadcasting more advertisers have used the Red than any other network. In 1939 national advertisers invested $35,000,000 in the Red—more money than was spent in any other single advertising medium in the world!

These facts are proof that the Red Network will bring *you* extra sales results!

NATIONAL BROADCASTING CO.
A Radio Corporation of America Service

NBC RED NETWORK

The network *most* people listen to *most*

Advertisers Using NBC-Red Network During 1939

[Continued from Page 216]

Sponsor	Product	Program	Time	No. of Stations	Duration of Contract	Agency & City
General Mills, Minneapolis	Wheaties	Jack Armstrong	Mon.-Fri., 5:30-5:45 P.M.	17	Sept. '38-May '39	Blackett-Sample-Hummert, Chicago
General Mills, Minneapolis	Wheaties	Jack Armstrong	Mon.-Fri., 5:30-5:45 P.M.	16	Sept. '39—	Knox Reeves, Minneapolis
General Mills, Minneapolis	Wheaties	Billy & Betty	Mon.-Fri., 5:30-5:45 P.M.	16	May '39-July '39	Knox Reeves, Minneapolis
General Mills, Minneapolis	Cake Flour	Caroline's Golden Store	Mon.-Fri., 1:30-1:45 P.M.	14	June '39-Sept. '39	Blackett-Sample-Hummert, Chicago
General Mills, Minneapolis	Corn Kix	Grouch Club	Sunday, 6:30-7:00 P.M.	29	Apr' '39—	Blackett-Sample-Hummert, Chicago
Grove Laboratories, St. Louis	Bromo-Quinine	Fred Waring	Saturday, 8:30-9:00 P.M.: 12:00-12:30 A.M.	58	Oct. '38-Mar. '39	Stack-Goble Adv. Agcy., Chicago
Andrew Jergens Co., Cincinnati	Woodbury Soaps	Hollywood Playhouse	Wednesday, 8:00-8:30 P.M.: 9:30-10:00 P.M.	60	Oct. '39—	Lennen & Mitchell, N. Y.
S. C. Johnson & Son, Racine, Wis.	Floor Wax	Fibber McGee & Molly	Tuesday, 9:30-10:00 P.M.	71	Sept. '38-May '39	Needham, Louis & Brorby, Chicago
S. C. Johnson & Son, Racine, Wis.	Floor Wax	Alec Templeton Time	Tuesday, 9:30-10:00 P.M.	75	May '39-Sept. '39	Needham, Louis & Brorby, Chicago
S. C. Johnson & Son, Racine, Wis.	Floor Wax	Fibber McGee & Molly	Tuesday, 9:30-10:00 P.M.	77	Sept. '39—	Needham, Louis & Brorby, Chicago
Kellogg Co., Battle Creek	Corn Flakes	The Circle	Sunday, 10:00-11:00 P.M.	64	Jan. '39-July '39	J. Walter Thompson Co., N. Y.
Kolynos Co., Jersey City	Toothpaste	Just Plain Bill	Thurs. & Fri., 10:30-10:45 A.M.	41	Sept. '36—	Blackett-Sample-Hummert, N. Y.
Kraft-Phenix Cheese Corp., Chicago	Cheese & Salad Dressing	Kraft Music Hall	Thursday, 10:00-11:00 P.M.	75	June '33—	J. Walter Thompson Co., Chicago
Lady Ester Ltd., Chicago	Cosmetics	Guy Lombardo's Orchestra	Friday, 10:00-10:30 P.M.	50	Sept. '38—	Pedlar & Ryan, N. Y.
Lewis-Howe Co., St. Louis	Tums	Vocal Varieties	Tues. & Thurs., 7:15-7:30 P.M.: 11:15-11:30 P.M.	31	Jan. '37-Jan. '39	H. W. Kastor & Sons, Chicago
Lewis-Howe Co., St. Louis	Tums	Quicksilver	Tues. & Thurs., 7:15-7:30 P.M.: 11:15-11:30 P.M.	31	Jan. '39-July '39	H. W. Kastor & Sons, Chicago
Lewis-Howe Co., St. Louis	Tums	Horace Heidt Musical Knights	Monday, 9:30-10:00 P.M.	56	July '39-Sept. '39	Stack-Goble Adv. Agcy., N. Y.
Lewis-Howe Co., St. Louis	Tums	Tums—Pot of Gold	Tuesday, 8:30-9:00 P.M.	82	Sept. '39—	Stack-Goble Adv. Agcy., N. Y.
Liggett & Myers Tobacco Co., New York	Chesterfield	Fred Waring	Mon.-Fri., 7:00-7:15 P.M.: 11:00-11:15 P.M.	85	June '39—	Newell-Emmett Co., N. Y.
P. Lorillard Co., New York	Sensation Cigarettes	Sensations & Swing	Monday, 7:30-8:00 P.M.: 10:30-11:00 P.M.	60	July '39—	Lennen & Mitchell, N. Y.
Geo. W. Luft Co., New York	Tangee Lipstick	Right Thing To Do	Tuesday, 7:45-8:00 P.M.	4	Jan. '39-Apr. '39	Warwick & Legler, N. Y.
Manhattan Soap Co., New York	Sweetheart Soap	Jack Berch	Wed. & Fri., 7:45-8:00 P.M.	5	Jan. '39-Apr. '39	Franklin Bruck Adv. Corp., N. Y.
Mars, Inc., Chicago	Candy Bars	Doctor I. Q.	Monday, 9:00-9:30 P.M.	56	July '39—	Grant Adv., Inc., Chicago
Miles Laboratories, Elkhart, Ind.	Alka-Seltzer	Uncle Ezra	Tues. & Fri., 10:30-10:45 P.M.	38	Oct. '38-Apr. '39	Wade Adv. Agency, Chicago
Miles Laboratories, Elkhart, Ind.	Alka-Seltzer	Uncle Ezra	Sunday, 5:00-5:30 P.M.	25	Oct. '38-Apr. '39	Wade Adv. Agency, Chicago
Miles Laboratories, Elkhart, Ind.	Alka-Seltzer	Alec Templeton Time	Monday, 9:30-10:00 P.M.	81	Sept. '39—	Wade Adv. Agency, Chicago
Benjamin Moore & Co., New York	Paints	Betty Moore	Saturday, 11:00-11:15 A.M.	44	Jan. '39-Apr. '39	Direct
John Morrell & Co., Ottumwa, Ia.	Red Heart Dog Food	Bob Becker's Dog Chats	Sunday, 3:45-4:00 P.M.	23	Sept. '38-Apr. '39	Henri, Hurst & McDonald, Chicago
John Morrell & Co., Ottumwa, Ia.	Red Heart Dog Food	Bob Becker's Dog Chats	Sunday, 5:15-5:30 P.M.	29	Oct. '39—	Henri, Hurst & McDonald, Chicago
Philip Morris & Co., New York	Cigarettes	Philip Morris Program	Tuesday, 8:00-8:30 P.M.: 11:30-12:00 Mid.	80	Apr. '33—	Biow Co., N. Y.
Pacific Coast Borax Co., New York	20-Mule Team Borax	Death Valley Days	Friday, 9:30-10:00 P.M.: 11:30-12:00 Mid.	30	June '38-Sept. '39	McCann-Erickson, N. Y.
Pacific Coast Borax Co., New York	20-Mule Team Borax	Death Valley Days	Saturday, 9:30-10:00 P.M.: Friday, 11:30-12:00 Mid	32	Sept. '39—	McCann-Erickson, N. Y.
Penn Tobacco Co., Wilkes-Barre, Pa.	Pipe Tobacco	Vox Pop	Saturday, 9:00-9:30 P.M.	24	Oct. '38-Sept. '39	Ruthrauff & Ryan, N. Y.
Pepsodent Co., Chicago	Toothpaste & Antiseptic	Bod Hope	Tuesday, 10:00-10:30 P.M.	55	Sept. '38-June '39	Lord & Thomas, Chicago
Pepsodent Co., Chicago	Toothpaste & Antiseptic	Mr. District Attorney	Tuesday, 10:00-10:30 P.M	55	June '39-Sept. '39	Lord & Thomas, Chicago
Pepsodent Co., Chicago	Toothpaste & Antiseptic	Bob Hope	Tuesday, 10:00-10:30 P.M.	62	Sept. '39—	Lord & Thomas, Chicago
Chas. H. Phillips Chem. Co., New York	Milk of Magnesia	Lorenzo Jones	Mon.-Fri., 11:15-11:30 A.M.	23	Apr. '38-Nov. '39	Blackett-Sample-Hummert, N. Y.
Chas. H. Phillips Chem. Co., New York	Milk of Magnesia	Lorenzo Jones	Mon.-Fri., 1:30-4:15 P.M.	35	Nov. '39—	Blackett-Sample-Hummert, N. Y.
Chas. H. Phillips Chem. Co., New York	Milk of Magnesia	Stella Dallas	Mon.-Fri., 4:15-4:30 P.M.	16	June '38	Blackett-Sample-Hummert, N. Y.
Chas. H. Phillips Chem. Co., New York	Haley's M-O	Young Widder Brown	Wed., Thurs., Fri., 11:30-11:45 A.M.	23	Sept. '38-Nov. '39	Blackett-Sample-Hummert, N. Y.
Chas. H. Phillips Chem. Co., New York	Haley's M-O	Young Widder Brown	Wed., Thurs., Fri., 4:45-5:00 P.M.	31	Nov. '39	Blackett-Sample-Hummert, N. Y.
Chas. H. Phillips Chem. Co., New York	Milk of Magnesia	Waltz Time	Friday, 9:00-9:30 P.M.	15	Sept. '33	Blackett-Sample-Hummert, N. Y.
Pillsbury Flour Mills, Minneapolis	Flour	Woman in White	Mon.-Fri., 10:45-11:00 P.M.	37	Jan. '38	Hutchinson Adv. Co., Minneapolis
Princess Pat Ltd., Chicago	Cosmetics	A Tale of Today	Sunday, 6:30-7:00 P.M.	7	June '36-Apr. '39	Gale & Pietsch, Chicago
Procter & Gamble Co., Cincinnati	Camay	Pepper Young's Family	Mon.-Fri., 3:30-3:45 P.M.	57	June '36—	Pedlar & Ryan, N. Y.
Procter & Gamble Co., Cincinnati	Chipso	Road of Life	Mon.-Fri., 11:45-12:00 Noon	31	June '37-Nov. '39	Pedlar & Ryan, N. Y.
Procter & Gamble Co., Cincinnati	Chipso	Road of Life	Mon.-Fri., 11:15-11:30 A.M.	31	Nov. '39—	Pedlar & Ryan, N. Y.

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Advertisers Using NBC-Red Network During 1939

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Sponsor	Product	Program	Time	No. of Stations	Duration of Contract	Agency & City
Procter & Gamble Co., Cincinnati	Crisco	Vic & Sade	Mon.-Fri., 4:30-4:45 P.M.	49	Nov. '38-Nov. '39	Compton Adv., N. Y.
Procter & Gamble Co., Cincinnati	Crisco	Vic & Sade	Mon.-Fri., 3:45-4:00 P.M.	64	Nov. '39—	Compton Adv., N. Y.
Procter & Gamble Co., Cincinnati	Dreft	Kitty Keene	Mon.-Fri., 11:45-12:00 Noon	13	Sept. '37-Sept. '39	Blackett-Sample-Hummert, Chicago
Procter & Gamble Co., Cincinnati	Dreft	Kitty Keene	Mon.-Fri., 5:30-5:45 P.M.	26	Sept. '39—	Blackett-Sample-Hummert, Chicago
Procter & Gamble Co., Cincinnati	Drene	Jimmy Fidler	Friday, 7:15-7:30 P.M.; 10:45-11:00 P.M.	32	Oct. '38-June '39	H. W. Kastor & Sons, Chicago
Procter & Gamble Co., Cincinnati	Ivory Flakes	Story of Mary Marlin	Mon.-Fri., 3:00-3:15 P.M.	63	June '37—	Compton Adv., N. Y.
Procter & Gamble Co., Cincinnati	Ivory Soap	Gospel Singer	Mon.-Fri., 9:45-10:00 A.M.	17	Nov. '38-July '39	Compton Adv., N. Y.
Procter & Gamble Co., Cincinnati	Ivory Soap	Life Can Be Beautiful	Mon.-Fri., 9:45-10:00 A.M.	10	July '39—	Compton Adv., N. Y.
Procter & Gamble Co., Cincinnati	Ivory Soap	The O'Neill's	Mon.-Fri., 12:15-12:30 P.M.	18	June '36—	Compton Adv., N. Y.
Procter & Gamble Co., Cincinnati	Ivory Soap	Against the Storm	Mon.-Fri., 5:15-5:30 P.M.	43	July '39-Nov. '39	Compton Adv., N. Y.
Procter & Gamble Co., Cincinnati	Ivory Soap	Against the Storm	Mon.-Fri., 11:30-11:45 A.M.	43	Nov. '39—	Compton Adv., N. Y.
Procter & Gamble Co., Cincinnati	Lava Soap	Houseboat Hannah	Mon.-Fri , 11:45-12:00 Noon	9	July '39-Nov. '39	Blackett-Sample-Hummert, Chicago
Procter & Gamble Co., Cincinnati	Lava Soap	Houseboat Hannah	Mon.-Fri., 11:15-11:30 A.M.	9	Nov. '39—	Blackett-Sample-Hummert, Chicago
Procter & Gamble Co., Cincinnati	Oxydol	The Man I Married	Mon.-Fri., 10:00-10:15 A.M.	45	July '39—	Blackett-Sample-Hummert, Chicago
Procter & Gamble Co., Cincinnati	Oxydol	Ma Perkins	Mon.-Fri., 3:15-3:30 P.M.	63	Dec. '33—	Blackett-Sample-Hummert, Chicago
Procter & Gamble Co., Cincinnati	Oxydol	What's My Name	Saturday, 7:00-7:30 P.M.: 10:30-11:00 P.M.	32	Nov. '39—	Blackett-Sample-Hummert, Chicago
Procter & Gamble Co., Cincinnati	Teel	Midstream	Mon.-Fri., 4:45-5:00 P.M.	37	May '39-Nov. '39	H. W. Kastor & Sons, Chicago
Procter & Gamble Co., Cincinnati	Teel	Midstream	Mon.-Fri., 5:15-5:30 P.M.	37	Nov. '39—	H. W. Kastor & Sons, Chicago
Procter & Gamble Co., Cincinnati	White Naphtha	Guiding Light	Mon.-Fri., 3:45-4:00 P.M.	59	Jan. '37-Nov. '39	Compton Adv., N. Y.
Procter & Gamble Co., Cincinnati	White Naphtha	Guiding Light	Mon.-Fri., 11:45-12:00 Noon	59	Nov. '39—	Compton Adv., N. Y.
Quaker Oats Co., Chicago	Quaker Oats	Girl Alone	Mon.-Fri., 4:45-5:00 P.M.	37	Sept. '38-June '39	Ruthrauff & Ryan, Chicago
Quaker Oats Co., Chicago	Quaker Oats	Girl Alone	Mon.-Fri., 5:00-5:15 P.M.	38	Sept. '39—	Ruthrauff & Ryan, Chicago
Quaker Oats Co., Chicago	Quaker Oats	Dick Tracy	Mon.-Fri., 5:00-5:15 P.M.	20	Sept. '38-Apr. '39	Sherman K. Ellis & Co., Chicago
Quaker Oats Co., Chicago	Quaker Oats	Quaker Party	Saturday, 8:00-8:30 P.M.	58	Oct. '38-May '39	Ruthrauff & Ryan, Chicago
Quaker Oats Co., Chicago	Puffed Wheat	Dick Tracy	Saturday, 8:00-8:30 P.M.	58	May '39-Sept. '39	Sherman K. Ellis & Co., Chicago
Quaker Oats Co., Chicago	Puffed Rice	Stop Me If You've Heard This One	Saturday, 8:30-9:00 P.M.	59	Sept. '39—	Sherman K. Ellis & Co., Chicago
Quaker Oats Co., Chicago	Quaker Oats	Quaker Variety Show	Monday, 8:00-8:30 P.M.	58	Sept. '39—	Ruthrauff & Ryan, Chicago
Quaker Oats Co., Chicago	Farina	We, the Wives Quiz	Sunday, 1:00-1:30 P.M.	4	Oct. '39-Nov. '39	Benton & Bowles, Chicago
Quaker Oats Co., Chicago	Farina	We, the Wives Quiz	Sunday, 3:30-4:00 P.M.	4	Nov. '39—	Benton & Bowles, Chicago
R. J. Reynolds Tobacco Co., Winston-Salem, N. C.	Camel Cigarettes	Camel Caravan	Saturday, 10:00-10:30 P.M.	81	July '39—	Wm. Esty & Co., N. Y.
R. J. Reynolds Tobacco Co., Winston-Salem, N. C.	Prince Albert	Grand Old Opery	Saturday, 10:30-11:00 P.M.	24	Oct. '39—	Wm. Esty & Co., N. Y.
Richardson & Robbins, Dover, Del.	Boned Chicken	The Revelers	Wed. & Fri., 7:30-7:45 P.M.	5	July '38—	Chas. W. Hoyt Co., N. Y.
Sealtest, Inc., New York	Ice Cream & Milk	Your Family & Mine	Mon.-Fri., 5:15-5:30 P.M.	40	Sept. '38-Apr. '39	McKee & Albright, Philadelphia
Standard Brands, New York	Chase & Sanborn Coffee	Chase & Sanborn Program	Sunday, 8:00-9:00 P.M.	61	May '37—	J. Walter Thompson Co., N. Y.
Standard Brands, New York	Yeast	I Love a Mystery	Mon.-Fri., 7:15-7:30 P.M.; 11:15-11:30 P.M.	51	Oct. '39—	J. Walter Thompson Co., N. Y.
Standard Brands, New York	Tender Leaf Tea	One Man's Family	Wednesday, 8:00-8:30 P.M. Sunday, 9:30-10:00 P.M. PST	55	Jan. '36-Oct '39	J. Walter Thompson Co., N. Y.
Standard Brands, New York	Tender Leaf Tea	One Man's Family	Thursday, 8:00-8:30 P.M. Sunday, 9:30-10:00 P.M. PST	55	Oct. '39—	J. Walter Thompson Co., N. Y.
Standard Brands, New York	Royal Desserts	Those We Love	Thursday, 8:30-9:00 P.M.; 12:30-1:00 A.M.	51	Oct. '39—	J. Walter Thompson Co., N. Y.
Standard Brands, New York	Royal Desserts & Yeast	Rudy Vallee Hour	Thursday, 8:00-9:00 P.M.	49	Sept. '28-Sept. '39	J. Walter Thompson Co., N. Y.
Swift & Co., Chicago	Sausage	Sales Meeting	Saturday, 8:45-9:00 A.M.; 10:45-11:00 A.M.	56	Sept. 30, 1939 Only	J. Walter Thompson Co., N. Y.
Wander Co., Chicago	Ovaltine	Carters of Elm Street	Mon.-Fri., 12:00-12:15 P.M.	7	Feb. '39-June '39	Blackett-Sample-Hummert, Chicago
Wander Co., Chicago	Ovaltine	Carters of Elm Street	Mon.-Fri., 12:00-12:15 P.M.	7	Sept. '39—	Blackett-Sample-Hummert, Chicago
Wander Co., Chicago	Ovaltine	Little Orphan Annie	Mon.-Fri., 5:45-6:00 P.M.	12	Apr. '31—	Blackett-Sample-Hummert, Chicago
Wm. R. Warner Co., New York	Vince	Youth vs. Age	Tuesday, 7:30-8:00 P.M.	2	June '39-Aug. '39	Warwick & Legler, N. Y.
R. L. Watkins Co., New York	Dr. Lyons Tooth Powder	Manhattan Merry-Go-Round	Sunday, 9:00-9:30 P.M.	33	Nov. '32—	Blackett-Sample-Hummert, N. Y.
R. L. Watkins Co., New York	Dr. Lyons Tooth Powder	Backstage Wife	Mon.-Fri., 4:00- 4:15 P.M.	35	Sept. '36-Nov. '39	Blackett-Sample-Hummert, N. Y.
Wheatena Corp., Rahway, N. J.	Wheatena	Hilda Hope, M.D.	Saturday, 11:30-12:00 Noon	17	Oct. '39—	Compton Adv., N. Y.
Wyeth Chemical Co., Jersey City	Hills Nose Drops	John's Other Wife	Mon., Tues., Wed., 10:15-10:30 A.M.	53	Nov. '39—	Blackett-Sample-Hummert, N. Y.

Advertisers Using CBS Networks During 1939

* *Pacific Coast Stations Only* ** *New England Stations Only* *Contract Dates Cover Only Those Contracts Effective in 1939*

Sponsor	Products	Program	Time	No. of Stations	Duration of Contract	Agency & City
American Oil Co., Baltimore	Gas and Oil	Edwin C. Hill	M.-F., 6:05-6:15 P.M.; 11:05-11:15 P.M. Eff. 9/25 cancel repeat	40	5/1/39-	Joseph Katz Co., Baltimore
American Tobacco Co., New York	Lucky Strike Cigarettes	Your Hit Parade	Saturday, 10:00-10:45 P.M. Eff. 7/8 9:00-9:45 P.M.; 12:00-12:45 A.M.	96 88	11/5/38- Eff. 9/16	Lord & Thomas, N. Y.
American Tobacco Co., New York	Roi Tan Cigars	Sophie Tucker & Show	M. W. F., 6:45-7:00 P.M.; 1:00-1:15 A.M. Eff. 1/16 M. & W. rep. 12:30-12:45 A.M. Eff. 4/17 M. W. F. rep. 12:30-12:45 A.M.	55	11/7/38-5/5/39	Lord & Thomas, N. Y.
American Tobacco Co., New York	Half and Half Tobacco	Ben Bernie & Lads	Sunday, 5:30-6:00 P.M.; 11:00-11:30 P.M. Eff. 1/8 rep. 12:00-12:30 A.M.	52	10/2/38-6/25/39; 10/8/39-	Young & Rubicam, N. Y.
American Tobacco Co., New York	Pall Mall Cigarettes	Music by Malneck	Thursday, 7:15-7:30 P.M.; 11:15-11:30 P.M.	54	6/1/39-8/24/39	Young & Rubicam, N. Y.
Anacin Co. Jersey City	Anacin	Our Gal, Sunday	W. Th. F. 12:45-1:00 P.M.	31	9/25/38-	Blackett-Sample-Hummert, N. Y.
Atlantic Refining Co., Philadelphia	Gas and Oil	Football	Saturday, 2:00-4:30 P.M. approx.	5**	9/30/39-12/2/39	N. W. Ayer & Son, Philadelphia
Axton-Fisher Tobacco Co., Louisville	Twenty Grand Cigarettes	Bob Garred, News	M.-F. 5:45-6:00 P.M. PST	5*	9/25/39-	McCann-Erickson, N. Y.
Bathasweet Corp., New York	Bathasweet Products	Bob Garred, News	Tu. Th. 7:30-7:45 A.M. PST	5*	10/17/39-	H. M. Kiesewetter Adv. Agency, N. Y.
Bayer Co., New York	Bayer Aspirin	Famous Actor's Guild	Tuesday, 7:30-8:00 P.M.	50	8/2/38-	Blackett-Sample-Hummert, N. Y.
Beneficial Management Corp., Newark	Personal Loans	Doc Barclay's Daughters	M.-F. 2:00-2:15 P.M.	28	1/23/39-	Blackett-Sample-Hummert, N. Y.
Bowey's Inc., Chicago	Dari-Rich Products	News & Rhythm	Sunday 11:00-11:30 A.M.; 2:30-3:00 P.M.	33	6/4/39-	Sorensen & Co., Chicago
Brown & Williamson Tobacco Corp., Louisville	Wings Cigarettes	News, Views & Sports by Ed Hughes	Su. M. W. Th. 9:45-10:00 P.M. PST Eff. 4/8 Su. M. W. Sa. 9:45-10:00 P.M. PST Eff. 5/9 M. W. F. Sun. 8:30-8:45 P.M. PST	6*	3/19/39-9/15/39	Russell M. Seeds Co., Chicago
Brown & Williamson Tobacco Corp., Louisville	Raleigh Cigarettes	Paul Sullivan, News	Su.-F., 11:00-11:15 P.M.; 11:30-11:45 P.M.; 1:00-1:15 A.M.	37	9/24/39-	BBDO, N. Y.
Calavo Growers of Cal., Los Angeles	Calavo Pears	Fletcher Wiley	Thursday, 12:45-1:00 P.M. PST	7*	1/5/39-3/2/39	Lord & Thomas, Los Angeles
California Chiropractic Assn., Los Angeles	Political	Talk	Monday, 9:45-10:00 P.M. PST	4	11/6/39 Only	R. H. Alber Co., Los Angeles
Cal. Fruit Growers Exchange, Los Angeles	Sunkist Fruit	Fletcher Wiley	Wednesday, 2:00-2:15 P.M. PST	7*	5/17/39-7/19/39	Lord & Thomas, Los Angeles
Cal. Fruit Growers Exchange, Los Angeles	Sunkist Fruit	Hedda Hopper's Hollywood	M. W. F. 6:15-6:30 P.M.	28	11/6/39-	Lord & Thomas, Los Angeles
Campana Sales Co., Batavia, Ill.	Italian Balm, Dreskin, DDD Ointment, Coolies	First Nighter	Friday, 8:00-8:30 P.M.; 12:00-12:30 A.M. Eff. 5/5 cancel repeat Eff. 6/30 Friday, 9:30-10:00 P.M.	50	9/2/38-	Aubrey, Moore & Wallace, Chicago
Campbell Soup Co., Camden, N. J.	Soups, Juice, Beans	Campbell Playhouse	Friday, 9:00-10:00 P.M. Eff. 9/10 Sunday, 8:00-9:00 P.M.; 10:00-11:00 P.M.	62 69	9/9/38-6/2/39: 9/10/39- Eff. 9/10	Ward Wheelock Co., Philadelphia
Campbell Soup Co., Camden, N. J.	Soups, Juice, Beans	Amos 'n' Andy	M.-F. 7:00-7:15 P.M.; 11:00-11:15 P.M.	52	4/3/39-	Ward Wheelock Co., Philadelphia
Campbell Soup Co., Camden, N. J.	Soups, Juice, Beans	Brenda Curtis	M.-F. 11:15-11:30 A.M.; 2:30-2:45 P.M.	58	9/11/39-	Ward Wheelock Co., Philadelphia
Campbell Soup Co., Camden, N. J.	Franco American Spaghetti	Meet the Dixons	M.-F. 9:15-9:30 A.M.	16	7/31/39-10/6/39;	Ruthrauff & Ryan, N. Y.
Campbell Soup Co., Camden, N. J.	Franco American Spaghetti	Lanny Ross	M. W. F. 11:00-11:15 A.M.; 1:45-2:00 P.M.	49	10/9/39-	Ruthrauff & Ryan, N. Y.
Cardinet Candy Co., Oakland	Candy	Night Editor	Sunday 7:45-8:00 P.M. PST	10*	10/16/38-1/22/39	Tomaschke-Elliott, Oakland
Chamberlain Labs., Des Moines	Hand Lotion	Eddie Albright & Erwin Yeo	M. W. F. 5:45-6:00 P.M. PST	3*	3/6/39-4/28/39	John H. Dunham Co., Chicago
Chamberlain Labs., Des Moines	Hand Lotion	Anson Weeks Orch.	Sunday, 2:30-3:00 P.M.	15	11/19/39-	L. W. Ramsay Co., Davenport
Chesebrough Mfg. Co., New York	Vaseline Products	Dr. Christian	Tuesday 10:00-10:30 P.M. Eff. 11/1 Wednesday 10:00-10:30 P.M.	56	10/18/38-4/11/39 11/1/39-	McCann-Erickson, Inc., N. Y.
Chrysler Corp., Detroit	Chrysler, Dodge, DeSoto, Plymouth	Major Bowes Amateur Hour	Thursday, 9:00-10:00 P.M.	78	9/15/38-	Ruthrauff & Ryan, N. Y.
Colgate-Palmolive-Peet Co., Jersey City	Palmolive Soap	Hilltop House	M.-F. 10:30-10:45 A.M.; 4:30-4:45 P.M.	51 73	1/2/39- Eff. 4/3	Benton & Bowles, N. Y.
Colgate-Palmolive-Peet Co., Jersey City	Super Suds	Myrt and Marge	M.-F. 10:15-10:30 A.M.; 4:15-4:30 P.M.	51 73	1/2/39- Eff. 4/3	Benton & Bowles, N. Y.
Colgate-Palmolive-Peet Co., Jersey City	Shaving Cream	Gang Busters	Wednesday, 8:00-8:30 P.M.; 12:00-12:30 A.M.	49	10/5/38-6/28/39	Benton & Bowles, N. Y.
Colgate-Palmolive-Peet Co., Jersey City	Shaving Cream	Strange As It Seems	Thursday 8:30-9:00 P.M.; 12:30-1:00 P.M. Eff. 10/5 rep. 12:00-12:30	52	8/17/39-	Benton & Bowles, N. Y.
Colgate-Palmolive-Peet Co., Jersey City	Dental Products	Stepmother	M.-F. 10:45-11:00 A.M.; 4:45-5:00 P.M.	25	1/17/38-	Benton & Bowles, N. Y.
Colgate-Palmolive-Peet Co., Jersey City	Dental Products	Colgate Ask-It-Basket	Wednesday 7:30-8:00 P.M.; 10:30-11:00 P.M. Thursday 8:00-8:30 P.M.; 12:00-12:30 A.M. Eff. 10/5 rep. 11:30-12:00 Mid.	59	10/5/38-6/28/39: 8/17/39-	Benton & Bowles, N. Y.
Colgate-Palmolive-Peet Co., Jersey City	Cashmere Bouquet, Halo	Wayne King Orchestra	Saturday, 8:30-9:00 P.M.	65	10/21/39-	Benton & Bowles, N. Y.
Colgate-Palmolive-Peet Co., Jersey City	Octagon Products	Woman of Courage	M.-F. 10:45-11:00 A.M.	20	7/17/39-	Benton & Bowles, N. Y.
Colgate-Palmolive-Peet Co., Jersey City	Cue Dentifrice	Gang Busters	Saturday 8:00-8:30 P.M.; 11:30-12:00 Mid.	63	10/21/39-	Benton & Bowles, N. Y.

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Advertisers Using CBS Networks During 1939

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Sponsor	Products	Program	Time	No. of Stations	Duration of Contract	Agency & City
Columbia Recording Corp., New York	Columbia Records	Young Man with a Band	Friday, 10:30-11:00 P.M.	29	9/29/39-	Direct
Continental Baking Corp., New York	Wonder Bread	Pretty Kitty Kelly	M.-F. 10:00-10:15 A.M.; 4:00-4:15 P.M.	43	4/11/38-	Benton & Bowles, N. Y.
Continental Baking Corp., New York	Wonder Bread, Hostess Cakes	Jack Haley	Friday, 7:30-8:00 P.M.; 12:30-1:00 A.M.	40	10/14/38-4/7/39	Benton & Bowles, N. Y.
Corn Products Refining Co., New York	Kremel, Linit	Society Girl	M.-F. 3:15-3:30 P.M.	46	10/9/39-	Hellwig-Miller Co., N. Y.
Cudahy Packing Co., Chicago	Old Dutch Cleanser	Bachelor's Children	M.-F. 9:45-10:00 A.M.	18	9/26/38-	Roche, Williams & Cunnyngham, Chicago
Democratic State Central Com., Los Angeles	Political	Talk	Monday, 9:30-9:45 P.M. PST	4*	10/16/39 Only	Ray Davidson, Los Angeles
Duart Mfg. Co., San Francisco	Cosmetics	Human Interest Eff. 5/28 Spelling Bee	Sunday, 2:30-3:00 P.M. PST Eff. 4/30 Sun. 1:30-2:00 P.M. PST Eff. 5/28 Sun. 7:00-7:30 P.M. PST	6*	1/15/39-7/9/39	Erwin, Wasey & Co., San Francisco
E. I. Du Pont de Nemours & Co., Wilmington	Institutional	Cavalcade of America	Monday, 8:00-8:30 P.M.; 12:00-12:30 A.M.	54	12/5/38-5/29/39	BBDO, N. Y.
Ethyl Gasoline Co., New York	Ethyl Gasoline	Tune Up Time	Thursday, 10:00-10:45 P.M. Eff. 6/5 Mon. 8:00-8:30 P.M.; 12:00-12:30	60	1/12/39-7/3/39; 8/21/39-	BBDO, N. Y.
Euclid Candy Co. of Cal. San Francisco	Candy Bars	Headlines on Parade Eff. 5/1 Euclid Ballot Box	Various Times	3*	2/22/38-	Sidney Garfinkel Adv. Agency, San Francisco
Fels & Co., Philadelphia	Naphtha Soap	Hobby Lobby	Sunday, 5:00-5:30 P.M.; 11:00-11:30 P.M.	56	10/8/39-	Young & Rubicam, N. Y.
Ford Motor Co., Dearborn	Autos	Ford Sunday Evening Hour Eff. 6/11-9/17 Ford Summer Hour	Sunday, 9:00-10:00 P.M.	75	9/11/38-	N. W. Ayer & Son, Philadelphia
General Foods Corp., New York	Huskies	Joe Penner	Thursday, 7:30-8:00 P.M.; 8:30-9:00 P.M.	63	10/6/38-3/30/39	Benton & Bowles, N. Y.
General Foods Corp., New York	Post Toasties	Joe E. Brown	Saturday, 7:30-8:00 P.M.; 11:00-11:30 P.M. Eff. 4/6 Thurs., 7:30-8:00 P.M.; 11:30-12:00	68	10/8/38-9/28/39	Benton & Bowles, N. Y.
General Foods Corp., New York	Diamond Salt	Kate Smith Speaks	Tu., Th., Sat., 12:00-12:15 P.M. Eff. 10/9 Tu., Th., 12:00-12:15 P.M.	14 18	10/4/38-5/27/39; 10/9/39-	Benton & Bowles, N. Y.
General Foods Corp., New York	Swansdown Flour, Calumet	Kate Smith Hour	Thursday, 8:00-9:00 P.M.; 11:30-12:30 A.M. Eff. 4/6 Rep 12:00-1:00 A.M.	75	9/29/38-6/29/39	Young & Rubicam, N. Y.
General Foods Corp., New York	Swansdown Flour, Calumet	My Son & I	M.-F. 2:45-3:00 P.M.	63	10/9/39-	Young & Rubicam, N. Y.
General Foods Corp., New York	Swansdown Flour, Calumet	Kate Smith Speaks	M.-F. 12:00-12:15 P.M. M.W.F. Tu.Th.	62 44	10/9/39-	Young & Rubicam, N. Y.
General Foods Corp., New York	La France, Satina	Mary Margaret McBride Eff. 7/3 Joyce Jordan	M., W., F., 12:00-12:15 P.M. Eff. 10/9 M., W., F., 3:00-3:15 P.M.	40 51	10/3/38-	Young & Rubicam, N. Y.
General Foods Corp., New York	Minute Tapioca	Joyce Jordan, Girl Interne	Tu., Th., 3:00-3:15 P.M.	51	10/9/39-	Young & Rubicam, N. Y.
General Foods Corp., New York	Postum	Lum & Abner	M., W., F., 7:15-7:30 P.M.; 11:15-11:30 P M.	50	1/2/39-6/30/39; 8/28/39-	Young & Rubicam, N. Y.
General Foods Corp., New York	Sanka	We the People	Tuesday, 9:00-9:30 P.M.; 12:30-1:00 A.M. Eff. 9/5	57 74	9/27/38-5/16/39; 9/5/39-	Young & Rubicam, N. Y.
General Foods Corp., New York	Jello Ice Cream	We the People	Tuesday, 9:00-9:30 P.M.; 12:30-1:00 A.M.	57	5/23/39-8/29/39	Young & Rubican, N. Y.
General Foods Corp., New York	Grapenuts	Kate Smith Hour	Friday, 8:00-9:00 P.M.	76	10/6/39-	Young & Rubicam, N. Y.
General Mills, Minneapolis	Wheaties	By Kathleen Norris	M.-F., 5:00-5:15 P.M.	31	10/9/39-	Knox Reeves Adv., Minneapolis
General Mills (Sperry Flour), San Francisco	Wheaties	My Children	M.-F., 8:45-9:00 A.M. PST	7*	10/9/39-	Westco Adv. Agency, San Francisco
General Mills, Minneapolis	Gold Medal Flour	Caroline's Golden Store	M.-F., 5:15-5:30 P.M.	11	10/9/39-	Blackett-Sample-Hummert, Chicago
General Mills, Minneapolis	Corn Kix	Billy & Betty	M.-F., 5:15-5:30 P.M.; 6:00-6:15 P.M.	14	10/23/39-	Blackett-Sample-Hummert, Chicago
General Mills, Minneapolis	Corn Kix	The Grouch Club	Tuesday, 9:30-10:00 P.M. PST	6*	10/17/38-4/25/39	Blackett-Sample-Hummert, Chicago
General Mills, Minneapolis	Institutional	Kaltenborn Comments	Sunday, 10:30-10:45 P.M.	28	1/1/39-3/26/39	BBDO, N. Y.
Griffin Mfg. Co., Brooklyn	Shoe Cleaners	Time to Shine	Tuesday, 10:00-10:30 P.M.	42	5/2/39-10/24/39	Bermingham, Castleman & Pierce, N. Y.
Gulf Oil Corp., Pittsburgh	Gas and Oil	Screen Actor's Guild Eff. 6/11-9/17 Musical Playhouse	Sunday, 7:30-8:00 P.M.	63	2/20/38-	Young & Rubicam, N. Y.
Hawaiian Pineapple Co., Honolulu	Dole Pineapple & Juice	Phil Baker Eff. 10/11 Al Pearce & His Gang	Saturday, 9:00-9:30 P.M. Eff. 7/5 Wed., 8:00-8:30 P.M.; 12:00-12:30 A.M.	60	1/14/39-	Young & Rubicam, N. Y. Eff 10/11 N. W. Ayer & Son, N. Y.
Holland Furnace Co., Holland, Mich.	Heating Equipment	Holland Tulip Festival	Saturday, 2:00-2:30 P.M.	73	5/13/39 Only	Ruthrauff & Ryan, N. Y.
Edna Wallace Hopper, Inc., Jersey City	Cosmetics	Romance of Helen Trent	M., Tu., W., 12:30-12:45 P.M. Eff. 11/6-12/1 Mon., Tues., only	31	9/26/38-	Blackett-Sample-Hummert, N. Y.
George A. Hormel & Co., Austin, Minn.	Food Products	It Happened in Hollywood	M., W., F., 11:00-11:15 A.M. Eff. 9/25 M., W., F., 5:30-5:45 Eff. 10/9 add Tu., Th. Eff. 9/25	25 37	4/3/39-	BBDO, N. Y.
Household Finance Corp., Chicago	Personal Loans	It Can Be Done	Wednesday, 10:00-10:30 P.M. Eff. 2/22 Wed., 10:30-11:00 P.M. Eff. 6/7 Wed., 10:00-10:30 P.M.	28	4/6/38-6/28/39	BBDO, N. Y.
International Cellucotton Products Co., Chicago	Kleenex	Her Honor, Nancy James	M.-F., 12:15-12:30 P.M.	40	10/3/38-7/28/39	Lord & Thomas, Chicago
International Silver Co., Meriden, Conn.	Sterling & 1847 Rogers	Silver Theatre	Sunday, 6:00-6:30 P.M.	52	10/2/38-5/28/39; 10/8/39-	Young & Rubicam, N. Y.

Advertisers Using CBS Networks During 1939

Sponsor	Products	Program	Time	No. of Stations	Duration of Contract	Agency & City
Kellogg Co., Battle Creek, Mich.	Corn Flakes	Howie Wing	M.-F., 6:15-6:30 P.M.; 8:15-8:30 P.M.	39	10/3/38-6/30/39	J. Walter Thompson Co., N. Y.
Knox Gelatine Co., Inc., Johnstown, N. Y.	Sparkling Gelatine	Fletcher Wiley	Friday, 3:00-3:15 P.M. PST	6*	4/21/39-6/23/39	Federal Adv. Agency, N. Y.
Kolynos Co., Jersey City	Kolynos Dentifrice	Our Gal, Sunday	Th., F., 12:45-1:00 P.M. Eff. 9/25 M., Tu., 12:45-1:00 P.M.	31	9/26/38-	Blackett-Sample-Hummert, N.Y.
Lady Esther Co., Chicago	Cosmetics	Guy Lombardo Orchestra	Monday, 10:00-10:30 P.M. Eff. 7/17-9/4 Mon., 9:30-10:00 P.M.	47	2/21/38-	Lord & Thomas until 1/16 No agency until 4/10 Eff. 4/17 Pedlar & Ryan, N. Y.
Lambert Co., New York	Listerine Products, Brushes	Grand Central Station	Friday, 10:00-10:30 P.M.	51	4/24/38-	Lambert & Feasley, N. Y.
Lehn & Fink Products Co., N. Y.	Hind's Honey & Almond Cream	Burns & Allen	Wednesday, 7:30-8:00 P.M.; 10:30-11:00 P.M.	51	10/4/39-	William Esty & Co., N. Y.
Lever Brothers Co., Cambridge, Mass.	Lifebuoy	Al Jolson Eff. 3/21 Dick Powell Eff. 9/5 Walter O'Keefe	Tuesday, 8:30-9:00 P.M.; 12:00-12:30 A.M.	63	9/20/38-7/18/39; 9/5/39-	Ruthrauff & Ryan, N. Y.
Lever Brothers Co., Cambridge, Mass.	Rinso	Big Sister	M.-F., 11:30-11:45 A.M.; 2:00-2:15 P.M.	67	9/18/38-	Ruthrauff & Ryan, N. Y.
Lever Brothers Co., Cambridge, Mass.	Rinso	Big Town	Tuesday, 8:00-8:30 P.M.; 11:30-12 Mid.	59	9/20/38-7/18/39; 9/5/39-	Ruthrauff & Ryan, N. Y.
Lever Brothers Co., Cambridge, Mass.	Lux Toilet Soap	Lux Radio Theatre	Monday, 9:00-10:00 P.M.	58	9/12/38-7/10/39; 8/28/39-	J. Walter Thompson Co., N. Y.
Lever Brothers Co., Cambridge, Mass.	Lux Flakes & Soap	Life & Love of Dr. Susan	M.-F. 2:15-2:30 P.M.; 5:15-5:30 P.M.	63	2/13/39-	J. Walter Thompson Co., N. Y.
Lever Brothers Co., Cambridge, Mass.	Spry	Aunt Jenny	M.-F., 11:45-12:00 Noon; 2:15-2:30 P.M.	59	9/18/38-	Ruthrauff & Ryan, N. Y.
Liggett & Myers Tobacco Co., New York	Chesterfields	Burns & Allen	Friday, 8:30-9:00 P.M.; 11:30-12:00 Mid.	90	9/28/38-6/23/39	Newell-Emmett Co., N. Y.
Liggett & Myers Tobacco Co., New York	Chesterfields	Paul Whitman	Wednesday, 8:30-9:00 P.M.; 11:30-12:00 Mid.	90	9/28/38-	Newell-Emmett Co., N. Y.
P. Lorillard Co., New York	Old Gold Cigarettes	Robert Benchley	Sunday, 10:00-10:30 P.M.	75	11/20/38-5/14/39	Lennen & Mitchell, N. Y.
McKesson & Robbins, Bridgeport, Conn.	Calox, Albolene	Joyce Jordan, Girl Interne	M.-F., 9:30-9:45 A.M.	10	5/30/38-5/26/39	Bowman & Columbia, N. Y.
Mennen Co., Newark	Shaving & Toilet Articles	The Peoples Vote	Monday, 8:00-8:15 P.M. PST Eff. 4/4 Tues., 8:15-8:30 P.M. PST	6*	10/10/38-4/25/39	H. M. Kiesewetter Co., N. Y.
Mennen Co., Newark	Shaving & Toilet Articles	Bob Garred	M., W., F., 7:30-7:45 A.M. PST	5*	10/16/39-	H. M. Kiesewetter Co., N. Y.
Philip Morris & Co., New York	Philip Morris Cigarettes	Johnnie Presents	Saturday, 8:00-8:30 P.M.; 11:30-12:00 Mid. Eff. 6/30 F., 8:30-9:00; 11:30-12:00 Eff. 9/15 F., 9:00-9:30 P.M.; 11:30-12:00	55 74 Eff. 9/29	2/12/38-	Biow Co., N. Y.
Nehi Corp., Columbus, Ga.	Royal Crown Cola	Believe It or Not Ripley	Friday, 10:30-11:00 P.M.	76	3/31/39-9/22/39	BBDO, N. Y.
Noxzema Chemical Co., Baltimore	Skin & Shaving Creams	Professor Quiz	Saturday, 8:30-9:00 P.M.; 12:00-12:30 A.M.	41	10/1/38-7/22/39	Ruthrauff & Ryan, N. Y.
Noxzema Chemical Co., Baltimore	Skin & Shaving Creams	News With Bob Trout	Tu., Th., Sat., 3:30-3:35 P.M.	37	10/10/39-	Ruthrauff & Ryan, N. Y.
Old Trusty Dog Food Co., Needham Hts., Mass.	Dog Food	Just Dogs	Sunday, 5:15-5:30 P.M. Eff. 6/22 Thurs., 5:30-5:45 P.M.	3**	4/9/39-6/29/39	H. B. Humphrey Co., Boston
Paramount Pictures, New York	"Our Leading Citizen"	World Premiere	Monday, 10:00-10:30 P.M.	50	8/7/39 only	Buchanan & Co., N. Y.
Penick & Ford, New York	My-T-Fine Desert	The Mighty Show	M.-F., 5:45-6:00 P.M.	11	9/12/38-4/28/39	BBDO, N. Y.
Penn Tobacco Co., Wilkes Barre, Pa.	Kentucky Club Tobacco	Vox Pop	Thursday, 7:30-8:00 P.M.	50	10/5/39-	Ruthrauff & Ryan, N. Y.
Pet Milk Sales Corp., St. Louis	Pet Evaporated Milk	Pet Milky Way	Tu., Th., 11:00-11:15 A.M.; 1:45-2:00 P.M.	59	11/1/38-	Gardner Adv. Co., St. Louis
Pet Milk Sales Corp., St. Louis	Pet Evaporated Milk	Saturday Night Serenade	Saturday, 9:30-10:00 P.M. Eff. 7/8 Sat., 9:45-10:15 P.M.	52	10/1/38-	Gardner Adv. Co., St. Louis
Louis Philippe Inc., Jersey City	Cosmetics	Romance of Helen Trent	Th., F., 12:30-12:45 P.M. Eff. 11/6 W., Th., F., 12:30-12:45 P.M.	31	9/25/39-12/1/39	Blackett-Sample-Hummert, N. Y.
Procter & Gamble Co., Cincinnati	Chipso, Oxydol, Dash	Road of Life	M.-F., 1:30-1:45 P.M. Eff. 11/13 M.-F., 1:45-2:00 P.M.	43	1/2/39-	Pedlar & Ryan, N. Y. Blackett-Sample-Hummert, N. Y.
Procter & Gamble Co., Cincinnati	Chipso	Manhattan Mother	M.-F., 9:15-9:30 A.M. Eff. 5/29 M.-F., 9:30-9:45 A.M. Eff. 9/25 M.-F., 9:00-9:15 A.M.	12	3/6/39-	Pedlar & Ryan, N. Y.
Procter & Gamble Co., Cincinnati	Ivory	Life Can Be Beautiful	M.-F., 1:15-1:30 P.M.	32	1/2/39-	Compton Adv., N. Y.
Procter & Gamble Co., Cincinnati	Oxydol	The Goldbergs	M.-F., 1:00-1:15 P.M.	29	1/2/39-	Blackett-Sample-Hummert, Chicago
Procter & Gamble Co., Cincinnati	Crisco	This Day Is Ours	M.-F., 1:45-2:00 P.M. Eff. 11/13 M.-F., 1:30-1:45 P.M.	40	1/2/39-	Compton Adv., N. Y.
Procter & Gamble Co., Cincinnati	Teel & Drene	Professor Quiz	Friday, 7:30-8:00 P.M. Eff. 9/29 Rep. 9:00-9:30 P.M.	24 Eff. 9/29 52	9/8/39-	H. W. Kastor & Sons, Chicago
Procter & Gamble Co., Cincinnati	Teel & Drene	Knickerbocker Playhouse	Sunday, 10:00-10:30 P.M. Eff. 7/12 Wed. 9:00-9:30 P.M.	57	5/21/39-8/9/39	H. W. Kastor & Sons, Chicago
Procter & Gamble Co., Cincinnati	Drene	Jimmy Fidler	Tuesday, 7:15-7:30 P.M.; 11:15-11:30 P.M.	56	1/3/39-7/25/39; 9/12/39-	H. W. Kastor & Sons, Chicago
Proposition No. 5—Yes, Los Angeles	Political	Talks	Various Times	4*	October, November	Ray Davidson, Los Angeles
Proposition No. 5—No, Los Angeles	Political	Talks	Various Times	3*	October, November	Howard G. Hanvey, San Francisco
Prudential Insurance Co. of America, Newark	Insurance Services	When a Girl Marries	M.-F., 2:45-3:00 P.M. Eff. 7/31 M.-F., 12:15-12:30 P.M.	51	5/29/39-	Benton & Bowles, N. Y.

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Advertisers Using CBS Networks During 1939

(Continued from Page 223)

Sponsor	Product	Program	Time	No of Stations	Duration of Contract	Agency & City
Pure Oil Co., Chicago	Petroleum Products	Kaltenborn Edits the News	Sun., Tues., 10:30-10:45 P.M. Eff. 9/25 M., W., F., 6:30-6:45 P.M.	37	4/30/39-	Leo Burnett Co., Chicago
Purity Bakeries Service Corp., Chicago	Taystee Bread	Smiling Ed McConnell	M.-F., 4:45-5:00 P.M.	18	10/16/39-	Campbell-Mithun, Minneapolis
Ralston Purina Co., St. Louis	Cereal Products	The Inside Story	Thursday, 8:00-8:30 P.M. PST	6*	12/8/38-3/2/39	Gardner Adv. Co., St. Louis
R. J. Reynolds Tobacco Co., Winston-Salem	Camels, Prince Albert	Benny Goodman Orchestra Eff. 6/27 Bob Crosby Orchestra	Tuesday, 9:30-10:00 P.M.	88	9/27/38-	William Esty & Co., N. Y.
R. J. Reynolds Tobacco Co., Winston-Salem	Camels, Prince Albert	Eddie Cantor Eff. 7/3 Blondie	Monday, 7:30-8:00 P.M.; 10:30-11:00 P.M.	87	10/3/38-	William Esty & Co., N. Y
R. J. Reynolds Tobacco Co., Winston-Salem	Camels	Announcement	M.-F., 6:45-7:00 P.M.	25	10/3/39-	William Esty Co., N. Y.
Rio Grande Oil Co., Los Angeles	Gas and Oil	Calling All Cars	Various Times	3*	9/15/38-	Hixson-O'Donnell, Los Angeles
S. & W. Fine Foods, Inc., San Francisco	Food Products	I Want a Divorce	Various Times	7*	10/16/38-10/11/39	Emil Brisacher & Staff, San Francisco
Sealtest Inc., New York	Milk, Ice Cream	Your Family & Mine	M.-F., 2:30-2:45 P.M.	36	5/1/39-	McKee & Albright, Philadelphia
Sofenz Sales Corp., Los Angeles	Sofenz Lotion	Beauty Secrets	Tuesday, 11:30-11:45 A.M. PST	10*	5/23/39-8/1/39	Richard F. Connor, Manhattan Beach, Cal.
So. Calif. Citizens Against $30 Thursdays	....	Political Talk	Wednesday, 9:30-9:45 P.M.	4	11/1/39 Only	Dana Jones Co., Los Angeles
Stephano Brothers, Philadelphia	Marvel Cigarettes	Sports Pop-Offs	Tu., Th., Sun., 9:30-9:45 P.M. PST Eff. 9/26 Tu., Th., Sat., 7:30-7:45 P.M. PST	3* 6*	7/25/39-	Aitkin-Kynett Co., Philadelphia
Texas Co., New York	Gas and Oil	Texaco Star Theatre	Wednesday, 9:00-10:00 P.M.	96	10/5/38-6/28/39; 8/30/39-	Buchanan & Co., N. Y.
Tidewater Associated Oil Co., New York	Gas and Oil	Football Games	Saturday, 2:15-5:00 P.M. PST Approx.	10*	9/30/39-12/2/39	Lord & Thomas, San Francisco
Twentieth Century Fox Film Corp., New York	"Rose of Washington Square"	Kentucky Derby	Saturday, 6:15-6:45 P.M.	89	5/6/39 only	Kayton-Spiero Co., N. Y.
Union Oil Co., Los Angeles	Gas and Oil	Union Oil Program	Thursday, 9:30-10:00 P.M. PST	9*	10/5/39-	Lord & Thomas, Los Angeles
U. S. Rubber Products, New York	All Products	99 Men and A Girl	Wednesday, 10:00-10:30 P.M. Eff. 6/9 Fri., 9:00-9:30 P.M.	81	2/22/39-8/18/39	Campbell-Ewald Co., N. Y.
U. S. Tobacco Co., New York	Dill's Best, Model Tobacco	Model Minstrels	Monday, 8:30-9:00 P.M.; 11:30-12:00 Mid.	53	5/30/38-	Arthur Kudner Inc., N. Y.
Wilmington Transportation Co., Santa Catalina	Summer Resort	Catalina Fun Quiz	M.-F., 2:15-2:30 P.M. PST	5*	5/22/39-7/31/39	Neisser-Meyerhoff, Los Angeles
Wilshire Oil Co., Vernon, Cal.	Gas and Oil	Pull Over Neighbor	Thursday, 8:00-8:30 P.M. PST Eff. 8/15 Tues., 7:30-8:00 P.M. PST	3*	7/6/39-9/12/39	Dan B. Miner Co., Los Angeles
John H. Woodbury Inc., Cincinnati	Woodbury Soap, Cosmetics	Parker Family	Friday, 7:15-7:30 P.M.; 11:15-11:30 P.M. Eff. 8/31 Thurs., 7:15-7:30; 11:15-11:30	34	7/7/39-9/28/39	Lennen & Mitchell, N. Y.
William Wrigley Jr. Co., Chicago	Chewing Gum	Scattergood Baines	M.-F., 11:15-11:30 A.M.; 5:00-5:15 P.M. Eff. 9/11 M.-F., 5:45-6:00 P.M.	70	11/7/38-	Neisser-Meyerhoff, Chicago
William Wrigley Jr. Co., Chicago	Chewing Gum	Gatewaty to Hollywood	Sunday, 6:30-7:00 P.M.	63	7/10/38-	Frances Hooper Adv., Chicago
Wyeth Chemical Co., Jersey City	Hill's Nose Drops	Romance of Helen Trent	Thurs., Fri., 12:30-12:45 P.M.	31	9/26/38-9/22/39; 12/4/39-	Blackett-Sample-Hummert, N. Y.

FACTS *from a CBS Advertiser:*

AFTER THIRTEEN WEEKS: "we can tell a better story in a shorter space of time... paint a more alluring picture... and gain a more appreciative audience..."

AFTER THREE YEARS: "our salesmen are enthusiastic... our dealers are enthusiastic... and there has been a substantial increase in our sales for every year that we have been on the air."

Underscoring again the five-year *old fact... more of the nation's largest advertisers use Columbia than any other radio network. Underscoring a current fact... Columbia leads all other networks today in TOTAL advertiser acceptance.*

CBS

Advertisers Using the Texas Quality Network During 1939

Sponsor	Product	Program	Time	No. of Stations	Duration of Contract	Agency & City
Belem Products, Houston	Hair Tonic	Grid Gossip	Friday, 6:45-7:00 P.M.	3	9/30/38-1940	Giezendanner Agency, Houston
Bewley Mills, Ft. Worth	Bewley's Flour	Chuck Wagon Gang	Mon.-Fri., 1:00-1:15 P.M. Sunday, 9:00-9:15 A.M.	3	9/11/34-9/17/39	Cy Leland, Fort Worth
Burrus Mill & Elevator Co., Ft. Worth	Light Crust Flour	Light Crust Doughboys	Mon.-Fri., 12:30-12:45 P.M.	3	9/11/34-1940	Rowland Broiles, Fort Worth
Crazy Mineral Water Co., Mineral Wells	Crazy Crystals	Jack Amlung's Orch.	Mon.-Fri., 12:45-1:00 P.M.	2	9/11/34-1940	Rogers & Smith Agency, Dallas
Duncan Coffee Co., Houston	Bright & Early Coffee	Bright & Early Choir	Sunday, 8:00-8:30 A.M.	3	9/11/38-6/11/39 9/10/39-1940 (6/23)	Steele Adv., Houston
Employers Casualty Co., Dallas	Casualty Ins.	The Music Parade	Sunday, 2:00-2:15 P.M.	3	2/10/35-1940	Ira De Jernett Agcy., Dallas
Hawk & Buck Co., Ft. Worth	Work Clothing	Red Hawks	Saturday, 12:30-12:45 P.M.	3	1/4/36-1940	P. J. Beyett, Jr., Fort Worth
Humble Oil & Rfg. Co., Houston	Humble Products	Football Games	Saturday Afternoon	3	10/3-12/5/36 9/25-12/4/37 9/24/38-12/3/38 9/30-1940	Franke-Wilkinson-Schiwetz, Houston
Imperial Sugar Co., Sugarland	Imperial Sugar	Rhythm Rally Melody Souveniers Songs to Remember	Mon., Wed., Fri., 8:45-9:00 A.M.	3	10/1/37-1940	Tracy-Locke-Dawson, Dallas
Interstate Cotton Oil Rfg. Co., Sherman	Mrs. Tucker's Shortening	Mrs. Tucker's Smile	Mon., Wed., Fri., 12:15-12:30 P.M.	3	4/2/37-1940	Crook Adv. Agcy., Dallas
Lehn & Fink Prod. Co., New York	Hinds Cream	Helen's Home	Mon.-Fri., 8:30-8:45 A.M.	3	8/16/37-7/1/38 10/3/38-3/31/39	Wm. Esty & Co., N. Y.
Lewis-Howe Co., St. Louis	Tums	Rural Mail	Saturday, 6:45-7:00 P.M.	3	5/6/38-7/29/38 9/30/38-3/25/39	H. W. Kastor & Sons, Chicago
Dr. Pepper Co., Dallas	Dr. Pepper Beverage	House Party	Saturday, 6:30-7:00 P.M.	3	10/7/39-3/30/40	Tracy-Locke-Dawson, Dallas
South Texas Cotton Oil, Houston	Crustene Shortening	Good Neighbors Who Are You?	Mon., Wed., Fri., 1:00-1:15 P.M.	3	9/25/39-1940	Tracy-Locke-Dawson, Dallas Franke-Wilkinson-Schiwetz, Houston
Southern Steel Co., San Antonio	Hydro Gas	Hy-G-Ranch	Sunday, 9:15-9:30 A.M.	3	10/29-12/3/39	Wyatt, Anial & Auld, San Antonio
Southland Life Ins. Co., Dallas	Southland Life Ins.	Talk	Tues., Wed., 6:45-7:00 P.M.	3	4/11-4/12/39	Grant Adv., Inc., Dallas
Texas Textile Mills, Dallas	Work Clothes & Fabrics	Texas Mill Wheels	Saturday, 6:45-7:00 A.M.	3	7/2/38-4/8/39	Direct
Webster-Eisenlohr Co.	Tom Moore Cigars	Peter Molyneaux	Mon., Fri., 8:45-9:00 P.M.	3	3/14/39-7/3/39	N. W. Ayer & Son, N. Y.

Advertisers Using the Oklahoma Network During 1939

Sponsor	Products	Program	Time	No. of Stations	Duration of Contract	Agency & City
Oklahoma Gas & Electric Co., Oklahoma City	Service	Melodic Moments	Mon., Wed., Fri., 6:45-7:00 P.M.	6	13 weeks	Direct
Ralston-Purina Co., St. Louis	Feeds	Checkerboard Time	Mon., Wed., Fri., 12:15-12:30 P.M.	6	39 weeks	Gardner Adv. Co., St. Louis
Salyer Oil Co., Oklahoma City	Oil and Gas	Merle and Barnyard Boys	Daily, 11:45 A.M.-12:15 P.M.	6	52 weeks	Direct
Lydia Pinkham Medicine Co., N. Y.	Tonic	Voice of Experience	Mon., Wed., Fri., 12:45-1:00 P.M.	6	26 weeks	Erwin Wasey & Co., N. Y.
Parkin Hatchery, Shawnee, Okla.	Chickens	Abner Pinfeathers	Mon. thru Fri., 12:15-12:30 P.M.	6	13 weeks	Direct
Milford Sanitarium, Milford, Kan.	Service	Radio Counsellor	Monday, 7:30-7:45 P.M.	6	26 weeks	Direct
Eucathol Co., Shawnee, Okla.	Remedy	Four Collegians	Mon., Wed., Fri., 12:45-1:00 P.M.	6	13 weeks	Direct
Carter Medicine Co., New York	Liver Pills	Announcements	Varied	6	52 weeks	Street & Finney, N. Y.
Northwest Radio Television Co., Minneapolis	School	Announcements	Varied	6	13 weeks	Direct
Oklahoma State Fair, Oklahoma City	Fair	Announcements	Varied	6	4 weeks	Direct
Oklahoma Poultry Assn., Stillwater, Okla.	Chickens	Announcements	Varied	6	13 weeks	Direct
Goodrich Rubber Co., Akron	Tires	Famous Jury Trials	Wednesday, 9:00-9:30 P.M	6	13 weeks	Direct
Southwest Expo. & Fat Stock Show Fort Worth	Fair	Announcements	Varied	6	4 weeks	Advertising Business Co., Fort Worth

Advertisers Using the Corn Belt Wireless Group During 1939

(Using stations carrying direct rebroadcasts of WHO, Des Moines)

Sponsor	Product	Program	Time	No. of Stations	Duration of Contract	Agency & City
Beatrice Creamery, Des Moines	Meadow Gold Products	Lightnin' Jim	Sunday 1:00-1:30 P.M.	2	3/12/39-9/3/39	Lord & Thomas, Chicago
Crescent Macroni Co., Davenport	Crescent Products	Crescent Hour of Music	Sunday 9:30-10:00 A.M.	2	1/2/39-T. F.	Direct
Ford Dealers, Des Moines	Autos	Drake Relays	Saturday Afternoon	2	4/29/39 (Only)	McCann-Erickson, N. Y.
General Mills, Minneapolis	Corn Kix	Those Happy Gilmans	Mon. thru Fri., 8:30-8:45 A.M.	2	9/26/38-5/26/39	Blackett-Sample-Hummert, Chicago
General Mills, Minneapolis	Gold Medal Flour	Caroline Ellis	Mon. thru Fri., 11:30-11:45 A.M.	2	5/29/39-7/31/39	Blackett-Sample-Hummert, Chicago
Hoxie Fruit Co., Des Moines	Hoxie Produce	Hoxie Fruit Reporter	Mon. thru Sat., 8:15-8:30 A.M.	2	1/2/39-12/30/39	R. J. Potts & Co., Kansas City
Little Crow Milling Co., Warsaw, Ind.	Coco Wheats Cereal	Happy Hank	Mon. thru Sat., 7:45-8:00 A.M.	9	1/2/39-3/18/39; 9/25/39-3/27/40	Rogers & Smith, Chicago
Omar Milling Co., Omaha	Omar Flour	Omar Blue Ribbon Melodies	Mon. thru Sat., 8:15-8:30 A.M.	2	8/14/39-5/11/40	L. T. Johnson & Co., Chicago
Paxton & Gallagher, Omaha	Butter Nut Coffee	Coffee Pot Inn	Mon. thru Sat., 8:00-8:15 A.M.	10	1/2/39-1/1/40	Buchanan-Thomas Co., Omaha
Pioneer Hi-Bred Corn Co., Des Moines	Pioneer Hi-Bred Corn	Pioneer Melodists	Mon., Wed., Fri., 12:15-12:30 P.M.	2	9/4/39-3/1/40	R. J. Potts & Co., Kansas City

Advertisers Using the Don Lee Network During 1939

Sponsor	Product	Program	Time	No. of Stations	Duration of Contract	Agency & City
American Institute of Meritism, Los Angeles	Meritism	Meritism	Wednesday, 9:15-9:30 P. M.	4	Jan. 25-Feb. 1	Darwin H. Clark, Los Angeles
American Pop Corn Co., Sioux City, Ia.	Jolly Time Pop Corn	Jolly Time	Sunday, 2:55-3:00 P. M.	Cal. Don Lee	Jan. 1-29-5 weeks	Coolidge Adv. Co., Des Moines
American Ru-Mair Co., Los Angeles	Brunswick-Carr	Life Begins Today	Sunday, 11:00-11:15 A. M.	2	Feb. 5-Feb. 12	General Adv. Agency, Los Angeles
Tidewater Associated Oil Co., San Francisco	Associated Products	Football Games	Monday, 1:45-4:30 P. M.	Complete Coast Don Lee	Jan. 2—Only	Lord & Thomas, San Francisco
Aurora Labs., Chicago	Clear Again Tablets	Hollywood Whispers	Tues., Thurs., 11:45-12 Noon	Complete Coast Don Lee	Jan. 3-Feb. 23	Erwin Wasey & Co., N. Y.
Axton-Fisher Tobacco Co., Louisville	20 Grand Cigarettes	Fu Manchu	Mon., Wed., Fri., 7:15-7:30 P. M.	3	Feb. 6-May 5	McCann-Erickson, N. Y.
Axton-Fisher Tobacco Co., Louisville	20 Grand Cigarettes	Capt. E. D. C. Hewe	Mon., Wed., Fri., 7:15-7:30 P. M. Tues., Thurs., 7:30-7:45 P. M.	2	May 18-Sept. 1	McCann-Erickson, N. Y.
Bank of America, San Francisco	Bank of America	Talk	Saturday, 9:15-9:45 P. M.	Cal. Don Lee	May 6—One Time	Chas. R. Stuart Co., San Francisco
Bayuk Cigars, Philadelphia	Bayuk Cigars	Inside of Sports	Tues., Thurs., Sat., 7:15-7:30 P.M.	4	52 weeks	Ivey & Ellington, Philadelphia
Chalybeate Mfg. Co., Oakland	CA-6	Morning News (Partic.)	Thursday, 7:45-8:00 A.M.	Cal. Don Lee	Jan. 5-Jan. 26	Rufus Rhodes & Co., San Francisco
Chevrolet Motor Co., Detroit	Chevrolet	Sales Meeting	Saturday, 7:30-8:00 P. M.	Complete Coast Don Lee	April 1, 1939 Only	Campbell-Ewald Co., Los Angeles
Crowell Publishing Co., New York	Magazines	Carolyne Pryce	Friday, 9:00-9:15 A. M.	Cal. Don Lee	52 weeks	McCann-Erickson, N. Y.
Ford Dealers of So. Cal., Los Angeles	Autos	Let's Go Hollywood	Friday, 8:00-8:30 P. M.	S. Cal. Don Lee	Feb. 24-May 19	McCann-Erickson, San Francisco
General Mills, San Francisco	Sperry Flour	Feminine Fancies (Partic.)	Friday, 3:00-3:10 P. M.	Complete Coast Don Lee	Feb. 10-Only May 12-Only	Westco Adv. Agency, San Francisco
General Mills, San Francisco	Wheaties	Jack Armstrong	Mon.-Fri., 5:30-5:45 P. M.	Cal. Don Lee	31 weeks	Westco Adv. Agency, San Francisco
General Mills, Minneapolis	Corn Kix	Curtain Time	Friday, 7:00-7:30 P. M.	Pac. Coast Don Lee	Jan. 6-carried from '38	Blackett-Sample-Hummert, Chicago
Gospel Broadcasting Ass'n., Los Angeles	Gospel Broadcasting	Old Fashioned Revival	Sunday, 5:00-6:00 P. M. DST 6:00-7:00 P. M. ST	Pac. Coast Don Lee	52 weeks	R. H. Alber Co., Los Angeles
Grew Canning Co., San Francisco	Food	Morning News (Partic.)	Tues., Thurs., 7:45-8:00 A. M.	Cal. Don Lee	Mar. 7-Mar. 30	Emil Brisacher & Staff, San Francisco
Industrial Training Corp., San Francisco	Ind. Training	Morning News (Partic.	Tuesday, 7:45-8:00 A. M.	Cal. Don Lee	Aug. 15-Only	J. R. Lunke & Associates, San Francisco
Interstate Bakeries Corp., Los Angeles	Weber Bread	The Lone Ranger	Mon., Wed., Fri., 7:30-8:00 P. M.	S. Cal. Don Lee	52 weeks	Scholtz Adv. Service, Los Angeles
Ironized Yeast Co., New York	Ironized Yeast	Good-Will Hour	Sunday, 6:00-7:00 P. M. DST 7:00-8:00 P. M. ST	Comp. Pac. Coast Don Lee	52 weeks	Ruthrauff & Ryan, N. Y.
Jell-Well Dessert Co., Los Angeles	Jell Well	Green Hornet	Tues., Thurs., 7:30-8:00 P. M.	4	Jan. 2-Apr. 27	Lord & Thomas, Los Angeles
Langendorf United Bakeries, San Francisco	Langendorf Products	Phanton Pilot & News Dramas	Mon.-Fri., 6:15-6:30 P. M.; 7:00-7:15 P. M.	Cal. & Wash. Don Lee	Jan. 2-Oct. 20	Leon Livingston Agency, San Francisco
P. Lorillard Co., New York	Sensation Cigarettes	Don't You Believe It	Tues., Thurs., 8:15-8:30 P. M.	Pac. Coast Don Lee	Jan. 3-May 11	Lennen & Mitchell, N. Y.
Los Angeles Soap Co., Los Angeles	White King Soap	Morning News (Partic.)	Tues., Thurs., Sat., 7:45-8:00 A. M.	Cal. Don Lee	52 weeks	Raymond R. Morgan Co., Los Angeles
Lutheran Layman's League, St. Louis	Religious	Lutheran Layman's League	Sunday, 1:30-2:00 P. M.	Comp. Pac. Coast Don Lee	26 weeks	Kelly, Stuhlman & Zahrndt, St. Louis
Manhattan Soap Co., New York	Sweetheart Soap	Noon News (Partic.)	Mon.-Fri., 12:00-12:15 P. M.	S. Cal. Don Lee	Jan. 29-Feb. 3	Weinberg Adv. Agency, Los Angeles
Dr. Miles Calif. Co., Los Angeles	Alka-Seltzer	News	Mon.-Sat., 9:00-9:15 P. M.	Pac. Coast Don Lee	52 weeks	Associated Adv. Co., Los Angeles
Pacific Greyhound Bus Lines, San Francisco	Pac. Greyhound	Romance of the Highways	Sunday, 10:15-10:30 A. M.	Cal. & Ore. Don Lee	52 weeks	Beaumont & Hohman, San Francisco
Parker Dental System, San Francisco	Parker Dental	The Phillistine	Tues., Thurs., 8:00-8:15 P. M.	Cal. Don Lee	Jan. 4-Sept. 21	Emil Brisacher & Staff, San Francisco
Peter Paul Co., San Francisco	Ten Crown Gum	Morning News (Partic.)	Tues., Thurs., Sat., 7:45-8:00 A. M.	Cal. Don Lee	Jan. 2-April 1	Emil Brisacher & Staff, San Francisco
Penick & Ford, New York	Vermont Maid Syrup	Morning News (Partic.)	Tues., Thurs., Sat., 7:45-8:00 A. M.	Cal. Don Lee	Jan. 3-Mar. 25	J. Walter Thompson Co., N. Y.
Lydia Pinkham Medicine Co., New York	Pinkham Products	Voice of Experience	Mon., Wed., Fri., 10:45-11:00 A. M.	Pac. Coast Don Lee	Jan. 2-June 23 Sept. 24-Dec. 22	Erwin Wasey & Co., N. Y.
Joe Lowe Corp., San Francisco	Popsicles	Buck Rogers in the 20th Centiny	Mon., Wed., Fri., 5:30-5:45 P. M.	Pac. Coast Don Lee	May 1-July 28	Biow Co., N. Y.
Rosicrucians, San Francisco	Rosicrucians	Mysteries of Life	Tuesday, 9:30-9:45	3	Jan. 10-April 4	Richard Jorgensen, San Francisco
Scudder Food Products, Los Angeles	Scudder Products	Morning News	Tues., Thurs., Sat., 7:45-8:00 A. M.	Cal. Don Lee	Jan. 3-Jan. 31	Emil Brisacher & Staff, Los Angeles
Seven-Up Bottling Co., Los Angeles	Seven-Up	Marines Tell It To You	Monday, 8:00-8:30 P. M.	3	From 1938-Feb. 6	Glasser Adv. Agency, Los Angeles
Sherwin-Williams Co., San Francisco	Paint	Morning News	Mon., Wed., Fri., 7:45-8:00 A. M.	Cal. Don Lee	April 17-April 28	T. J. Maloney Inc., Los Angeles
Sofenz Sales Corp., Los Angeles	Sofenz	Morning News	Thursday, 7:45-8:00 A. M.	Cal. Don Lee	Jan. 19-April 13 Aug. 3-Oct. 26	Richard F. Connor, Los Angeles
Sofenz Sales Corp., Los Angeles	Sofenz	Beauty Secrets	Thursday, 10:45-11:00 A. M.	3	Jan. 19-Feb. 9	Richard F. Connor, Los Angeles
Twentieth Century Fox Film Corp., Los Angeles	Young Mr. Lincoln—Premier	Young Mr. Lincoln	Tuesday, 10:00-10:30 P. M.	Pac. Coast Don Lee	May 30-Only	Kayton-Spiero, N. Y.

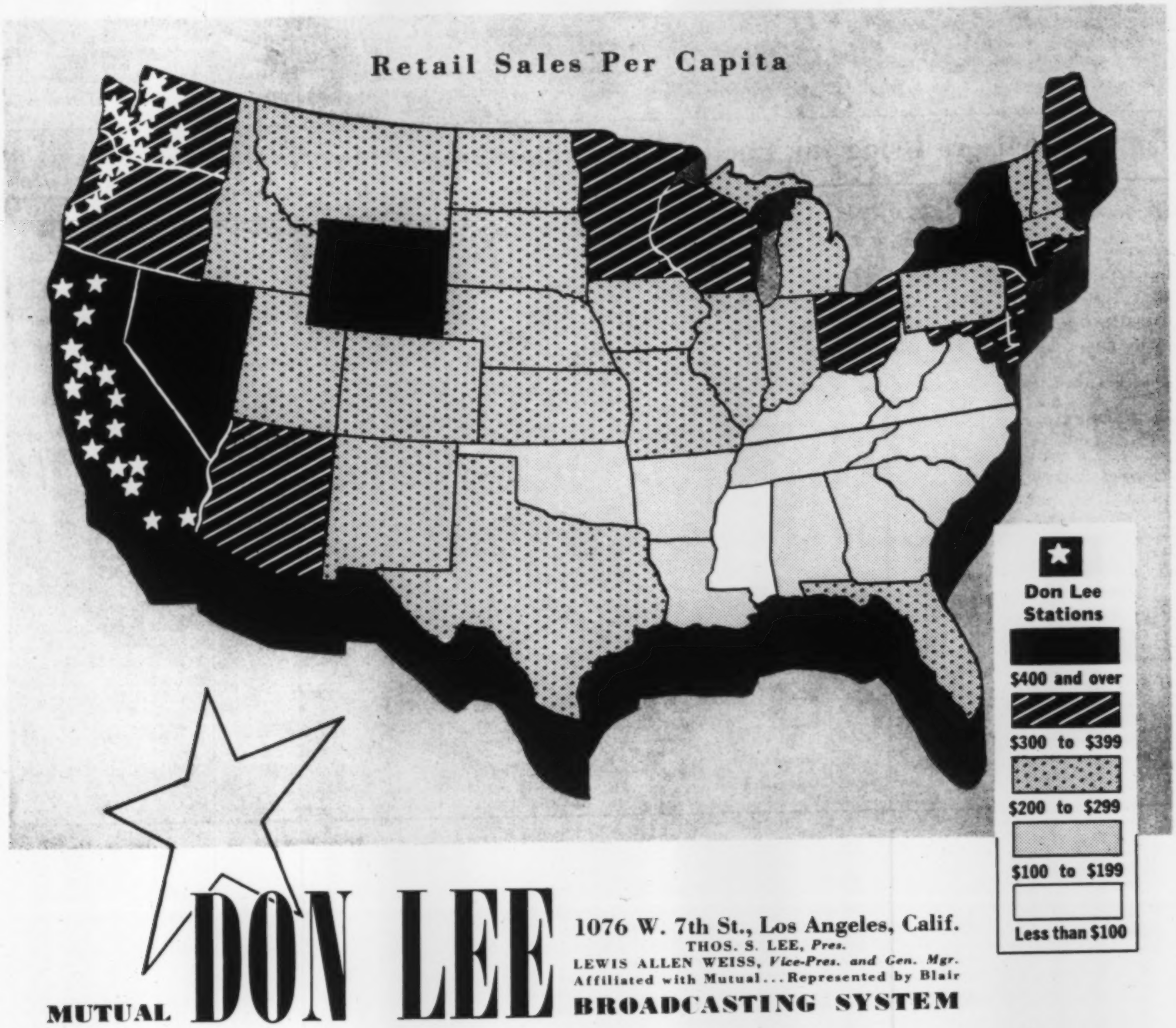
[Continued on Page 228]

Buy DON LEE'S 31 stations

THE NATION'S LARGEST REGIONAL NETWORK

to sell the Pacific Coast

THE NATION'S 2ND RICHEST MARKET*


Retail Sales Per Capita
☆ Don Lee Stations
■ $400 and over
▨ $300 to $399
▦ $200 to $299
▒ $100 to $199
☐ Less than $100

MUTUAL **DON LEE** BROADCASTING SYSTEM

1076 W. 7th St., Los Angeles, Calif.
THOS. S. LEE, *Pres.*
LEWIS ALLEN WEISS, *Vice-Pres. and Gen. Mgr.*
Affiliated with Mutual ... Represented by Blair

* According to National Business Recovery Figures—1935 to 1939

Advertisers Using the Don Lee Network During 1939

[Continued from Page 226]

Sponsor	Poduct	Program	Time	No. of Stations	Duration of Contract	Ygency & City
Wander Co., Chicago	Ovaltine	Little Orphan Annie	Mon.-Fri., 5:45-6:00 P. M.	KALE & KOL Comp. Cal. Don Lee	30 weeks	Blackett-Sample-Hummert, Chicago
Wheatena Corp., Rahway, N. J.	Wheatena	Dorothy Gordon	Mon., Wed., Fri., 6:30- 6:45 P. M.	2	From 1938-Mar. 17	C. M. Rohrabaugh, Philadelphia
Wheeling Steel Corp., Wheeling, W. Va.	Wheeling Steel	Musical Steelmakers	Sunday, 2:00-2:30 P. M.	Cal. Don Lee	52 weeks	Critchfield & Co., Chicago
Yellow Cab Co., San Francisco	Yellow Cab	Famous Jury Trials	Thursday, 8:30-9:00 P. M.	2	26 weeks	Rufus Rhodes Agency, San Francisco
Bond Stores, New York	Bond Clothes	Rise & Shine Morning News	Mon., Wed., Fri., 7:30-7:45 A. M. Tues., Thurs., Sat., 7:45-8:00 A. M.	2	52 weeks	Neff-Rogow, N. Y.
Bell & Co., Orangeburg, N. Y.	Bell-Ans	Red River Dam	Tues., Thurs., 11:45-12:00 Noon	2	52 weeks	Anderson, Davis & Platte, N. Y.
Brown & Williamson Tobacco Co., Louisville	Avalon Cigarettes	John B. Hughes	Mon., Wed., Fri., 6:30-6:45 P. M.	Comp. Don Lee	52 weeks	Russell M. Seeds Co., San Francisco
Detrola Corp., Detroit	Detrola Radios	Fulton Lewis, Jr.	Mon., Wed., Fri., 10:30-10:45 P. M.	2	52 weeks	Bass-Luckoff, N. Y.
Emerson Radio & Phonograph Corp., New York	Emerson Radios	Elliott Roosevelt	Tues., Thurs., Sat., 7:00-7:15 P. M.	Cal. Don Lee	16 weeks	Grady & Wagner, N. Y.
Healthaids Inc., Jersey City	Serutan	Newscast	Sunday, 9:00-9:15 P. M.	Comp. DonLee	52 weeks	Austin & Specter, N. Y
Loma Linda Food Co., Arlington, Cal.	Ruskets	Adventures With Stamps	Tues., Thurs., 6:00-6:15 P. M.	6	52 weeks	Lisle Sheldon, Los Angeles
Roma Wine Co., San Francisco	Roma Wine	World's Fair Party	Saturday, 6:00-6:30 P. M.	Cal. Don Lee	42 weeks	R. Cesana & Associates, San Francisco
Safeway Stores, Inc., San Francisco	Safeway Stores	Frost Warnings	Sun.-Sat., 8:30-8:35 P. M.	10	13 weeks	Lord & Thomas, San Francisco
Voice of Prophecy, Los Angeles	Religious	Voice of Prophecy	Sunday, 9:15-9:30 P. M.	Cal. Don Lee	52 weeks	Lisle Sheldon, Los Angeles

Advertisers Using the Pacific Broadcasting Co. Network During 1939

Sponsor	Product	Program	Time	No. of Stations	Duration of Contract	Agency & City
Brown & Williamson Tobacco Corp. San Francisco	Avalon	News & Views Twilight Trails	Mon., Wed., Fri., 6:30-6:45 P.M. Tues., Thurs., 8:45-9:00 P.M.	15	10/2/39-10/1/40	Russell M. Seeds Co., Chicago
Miles Labs., Elkhart, Ind.	Alka-Seltzer	Newspaper of Air	Mon.-Sat., 9:00-9:15 P.M.	15	2/1/39-5/1/40	Associated Adv. Agency,Los Angeles
General Mills, Minneapolis	Sperry Flour	Feminine Fancies	One Time Only 3:00-3:10 P.M.	15	10/27/39-	Westco Adv. Co., San Francisco
General Mills, Minneapolis	Wheaties	Jack Armstrong	Mon.-Fri., 5:30-5:45 P.M.	3	9/25/39-4/26/40	Westco Adv. Co., San Francisco
Gillette Safety Razor Co., Boston	Gillette Blue Blades & Razors	World's Series	10:15 A.M.-12:30 P.M.	16	10/4/39-10/8/39	Maxon Inc., N. Y.
Gospel Broadcasting Assn., Los Angeles	Religious Program	Old Fashioned Revival	6:00-7:00 P.M.	14	9/3/39-8/25/40	R. H. Alber Co., Los Angeles
Healthaids, Inc., New York	Serutan	Newspaper of Air	Sunday, 9:00-9:15 P.M.	13	10/1/39-9/22/40	Austin & Spector, N. Y.
Industrial Training Corp., Chicago	Air Conditioning Institute	None	Tues., Thurs., 12:15-12:30 P.M.	5	9/5/39-9/14/39	James R. Lunke & Associates, Seattle
Ironized Yeast Co., New York	Ironized Yeast Tablets	Good-Will Hour	Sunday, 7:00-8:00 P.M.	14	1/22/39-1/14/40	Ruthrauff & Ryan, N. Y.
Jobbers Petroleum Sales Corp., San Francisco	Hancock Gasoline	Sports Slants	10:00-10:15 A.M.	15	10/4/39-10/8/39	Charles H. Mayne Co., Los Angeles
Langendorf Bakeries, San Francisco	Langendorf Bread	Phantom Pilot	Mon., Wed., Fri., 5:00-5:15 P.M.	8	7/24/39-7/24/40	Leon Livingston Adv. Agency, San Francisco
Lutheran Laymen's League, St. Louis	Religious Program	Lutheran Hour	Sunday, 1:30-2:00 P.M.	13	10/29/39-4/21/40	Kelly, Stuhlman & Zahrndt, St. Louis
Lydia Pinkham Medicine Co., Lynn, Mass.	Pinkham's Compound	Voice of Experience	Mon., Wed., Fri., 10:45-11:00 A.M.	3	9/25/39-9/20/40	Erwin Wasey & Co., N. Y.
Pacific Greyhound Lines, San Francisco	Transportation	Romance of the Highways	Sunday, 10:15-10:30 A.M.	5	9/3/39-8/25/40	Beaumont & Hohman, Seattle
Procter & Gamble Co., Cincinnati	Oxydol	Ma Perkins Manhattan Mother	Mon.-Fri., 2:30-2:45 P.M. Mon.-Fri., 2:45-3:00 P.M.	15	6/5/39-5/31/40	Blackett-Sample-Hummert, Chicago
Tidewater Associated Oil Co., San Francisco	Associated Oil & Gasoline	Pacific Coast Collegiate Football	Saturday, 1:45-4:45 P.M.	..	9/23/39-11/30/39	Lord & Thomas, San Francisco
Wander Co., Chicago	Ovaltine	Orphan Annie	Mon.-Fri., 5:45-6:00 P.M.	3	10/2/39-4/26/40	Blackett-Sample-Hummert, Chicago
Washington State Grange, Seattle	Publicity for Grange	Grange Night	One Time Only, 8:30-9:00 P.M.	..	9/30/39-	None

Advertisers Using the Inter-City Broadcasting System During 1939

Sponsor	Product	Program	Time	No. of Stations	Duration of Contract	Agency & City
Emerson Radios & Phonograph Co., New York	Radios	News	Tues.- Sat., 10:30-10:45 P.M.	2	13 weeks	Lightfoot Associates, N. Y.
Erling C. Olsen, New York	Religious	Meditation in Psalms	Sunday, 9:00-9:30 A. M.	2	52 weeks	Direct
Ironized Yeast Co., Atlanta	Ironized Yeast Tablets	Good-Will Hour	Sunday, 10:00-11:00 P.M.	7	3 years	Ruthrauff & Ryan, N. Y.
St. Christopher's Inn, New York	Religious	Ave Maria Hour	Sunday, 6:30-7:00 P.M.	3	1 year	Direct
Young People's Church of the Air, New York	Religious	Young People's Church of the Air	Sunday, 5:00-6:00 P.M.	2	1 year	Direct

Advertisers Using California Radio System During 1939

Sponsor	Product	Program	Time	No. of Stations	Duration of Contract	Agency & City
Bordens Associated Co., San Francisco	Dairy	Last Minute News	4:30-4:40 P.M.	2	52 weeks, 6 times per wk.	McCann-Erickson, San Francisco
Committee on Public Information	Governor	Public Information	6:45-7:00 P.M.	9	6 weeks	Direct
Committee for State Finance	State	Dept. of Finance	8:15-8:30 P.M.	9	3 weeks	Direct
Gene Desimone	Talk	Capital Parade	7:15-7:30 P.M.	2	26 weeks	Direct
Gospel Broadcasting Assn., Los Angeles	Religion	Old Fashion Revival Hour	9:15-10:15 P.M.	3	13 weeks	R. H. Alber Co., Los Angeles
Japanese Committee in Trade & Information, San Francisco	......	Talk	7:45-8:00 P.M.	3	1 week	Brewer-Weeks Co., San Francisco
Kerr Rug Co.	Kerr Rugs	News of Women's World	8:45-9:00 A.M.	2	9 weeks	Direct
Labors Non-Partisan League, San Francisco	......	Talk	9:45-10:00 P.M.	7	1 week	Walter Barusch Adv. Agcy., San Francisco
Montezuma School for Boys, San Francisco	Boys School	Capital Parade	8:15-8:30 P.M.	7	3 weeks	Clem Whitaker Adv., San Francisco
The National Voice, Los Angeles	The National Voice	Ethel Hubler	5:15-5:30 P.M.	5	26 weeks	Associated Adv. Agcy., Los Angeles
Independent Petroleum Assn., Los Angeles	Political	Political Talk	8:15-8:30 P.M.	8	2 weeks	R. H. Alber Co., Los Angeles
Property Owner's Assn. of Cal.	Tax Reduction Publicity	Talk	7:30-7:45 P.M.	9	13 weeks	Clem Whitaker Adv. Co., San Francisco
Northern Cal. Citizens Against 30 Thurs.	Political	Talk	Mon., Wed., Fri., 8:15-8:30 P.M.	4	10 weeks	Clem Whitaker Adv. Co., San Francisco
Procter & Gamble Co., Cincinnati	Dreft	Kitty Keane	Mon.-Fril., 3:30-3:45 P.M.	6	52 weeks	Blackett-Sample-Hummert, Chicago
Procter & Gamble Co., Cincinnati	Oxydol	Ma Perkins	Mon.-Fri., 4:00-4:15 P.M.	6	52 weeks	Blackett-Sample-Hummert, Chicago
Procter & Gamble Co., Cincinnati	Crisco	Vic & Sade	Mon.-Fri., 10:30-10:45 A.M.	6	52 weeks	Compton Adv., N. Y.
Procter & Gamble Co., Cincinnati	Ivory	Mary Marlin	Mon.-Fri., 3:15-3:30 P.M.	6	52 weeks	Compton Adv., N. Y.
Procter & Gamble Co., Cincinnati	Ivory	O'Neills	Mon.-Fri., 1:45-2:00 P.M.	6	52 weeks	Compton Adv., N. Y.
Procter & Gamble Co., Cincinnati	White Naphtha	The Guiding Light	Mon.-Fri., 2:00-2:15 P.M.	6	52 weeks	Compton Adv., N. Y.
Procter & Gamble Co., Cincinnati	Camay	Pepper Young's Family	Mon.-Fri., 4:15-4:30 P.M.	6	52 weeks	Pedlar & Ryan, N. Y.
Procter & Gamble Co., Cincinnati	Dash	Road of Life	Mon.-Fri., 1:30-1:45 P.M.	6	52 weeks	Pedlar & Ryan, N. Y.
Retirement Life Payments, Los Angeles	Pension Plan	Talk	Tues.-Fri., 8:30-9:00 P.M.	9	52 weeks	Cinema Adv. Agcy., Los Angeles
Roma Wine Co., Lodi, Cal.	Roma Wine	World's Fair Party	6:00-6:30 P.M.	2	43 weeks	Cesana & Associates, San Francisco
P. Lorillard Co., New York	Sensation Cigarettes	Don't You Believe It	8:15-8:30 P.M.	5	52 weeks	Lennin & Mitchell, N. Y.
So. Cal. Citizens Againt 30 Thurs.	Political	Talk	Mon.-Sat., 10:00-10:15 A.M.	2	8 weeks	Dana Jones Adv. Agency, Los Angeles
Rev. Martin Luther Thomas, Los Angeles	Religious	Talk	5:30-6:00 P.M.	8	4 weeks	Clarence B. Jimeau, Los Angeles
Workers Alliance of California	Talk	Talk	9:00-9:30 P.M.	7	3 weeks	Walter Barusch Adv. Agcy., San Francisco

Stations in the FIRST EIGHT cities of California to render a service to buyers of radio time who desire to reach the entire California market.

The California Radio System covers this rich area efficiently and economically.

Home Office Sacramento, California — Represented Nationally by Paul H. Raymer Co.

CALIFORNIA RADIO SYSTEM

Advertisers Using Texas State Network During 1939

Sponsor	Product	Program	Time	No. of Stations	Duration of Contract	Agency & City
Consolidated Drug Trade Products, Chicago	Peruna-Kolorbak-Zymole-Trokeys	Home Folks Morning Frolic	Mon.-Sat., 7:00-8:00 A.M.	..	Sept. 15, '39-Oct. 14, '40	Benson & Dall, Chicago
Sears, Roebuck & Co., Chicago	Sears Roebuck	Grandma Travels	Mon.-Fri., 8:30-8:45 A.M.	..	May 1, '39-April '40	Blackett-Sample-Hummert, Chicago
Bowen Motor Coaches, Fort Worth	Bowen Bus Travel	Texas Speaks	Mon.-Fri., 5:45-6:00 P.M.	..	Dec. 9, '38-Mar. 10, '39	Direct
Bulova Watch Co., New York	Various Bulova Watches	Time Signals	Every Day, 10:00 P. M.	..	Sept. 22, '39-Dec. 21, '39	Biow Co., N. Y.
Anheuser-Busch, St. Louis	Budweiser Beer	Bud, The Perfect Host	Mon., Wed., Fri., 1:00-1:15 P. M.	..	Mar. 20, '39-Mar. 15, '40	D'Arcy Adv. Co., St. Louis
Duncan Coffee Co., Houston	Admiration Coffee	Show of the Week (Mutual)	Sunday, 5:30-6:00 P. M.	..	Sept. 25, '38-Mar. 19, '39	Steel Adv. Agency, Houston
Emerson Radio & Phono. Corp., New York	Emerson Radios	America Looks Ahead	Tues., Thurs., Sat., 6:15-6:30 P.M.	..	May 1, '39-May 30, '40	Lightfoot Associates, N. Y.
Humble Oil Co., Houston	Humble Gas & Oil	Football Games	Saturday Afternoons	..	Fall 1939	Franke-Wilkinson-Schiewetz, Houston
Dallas Power & Light Co., Dallas	Various Electrical	Gail Northe	Mon., Wed., Fri., 9:00-9:15	..	Sept. 16, '38-June 21, '39	Stanley Foran Adv. Agency, Dallas
Dallas Power & Light Co., Dallas	Institutional	Texas Hall of Fame	Sunday, 1:30-2:00 P.M.	..	June 25, '39-Dec. 17, '39	Stanley Foran Adv. Agency, Dallas
Comet Rice Mills, Beaumont, Tex.	Comet Rice	Pot. Pourri	Friday, 10:45-11:00 A.M.	..	Jan. 15, '39-May 5, '39	Freitag Adv. Agency, Atlanta
International Shoe Co., St. Louis	Red Goose Shoes	Adventures in Texas History	Friday, 5:30-5:45 P.M.	..	Aug. 11, '39-May 3, '40	Direct
Southern States Feeds, Dallas	Bluebonnet Margarine	....	Thursday, 9:00-9:05	..	Jan. 12, '39-Apr. 6, '39	Gandy Adv. Co., Dallas
Ind. Oil Operators of Texas, Dallas	Political	Political	....	..	Month of Aug., '39	Direct
Lion Auto Parts Co., Dallas	Auto Parts	Toe Tappin Time	Mon., Wed., Fri., 1:45-2:00 P. M.	..	Oct. 16, '39-Jan. 12, '40	Direct
Rio Grande Valley Citrus Ex., Dallas	Texsun Grape-Fruit Juice	Announcements	As Selected	..	Nov. 30, '38-Jan. 27, '39	Leche & Leche, Dallas
Gospel Broadcasting Assn., Los Angeles	Church	Old Fashioned Revival (Mutual)	Sunday, 8:00-9:00 A. M.	..	Oct. 2, '38-Oct. 1, '39	R. H. Alber Co., Los Angeles
Ironized Yeast Co., Atlanta	Ironized Yeast	Good-Will Hour (Mutual)	Sunday, 9:30-10:00 P. M.	..	Oct. 23, '38-Oct. 15, '39	Ruthrauff & Ryan, N. Y
20th Century Fox Film Corp., Los Angeles	Institutional	Young Mr. Lincoln (Mutual)	Tuesday, 8:00-8:30	..	May 30, '39 Only	Kayton-Spiero, N. Y
Lydia Pinkham Medicine Co., Lynn, Mass.	Medicine	Voice of Experience (Mutual)	Mon., Wed., Fri., 1:45-2:00 P. M.	..	Sept. 25, '39-Sept. 20, '40	Erwin Wasey & Co., N. Y.
Wheeling Steel Corp., Wheeling, W. Va.	Steel Products	Steel Makers (Mutual)	Sunday, 5:30-6:00 (EST)	..	Oct. 8, '39-Sept. 29, '40	Critchfield & Co., Chicago
Monticello Drug Co., Jacksonville, Fla.	666 Cold Tablets	50 Word Announcements	Various	..	Oct. 2, '39-Dec. 29, '39	Direct
Gillette Razor Blade Co., Boston	Tech Safety Razor	World Series Baseball (Mutual)	12:15 Noon to Finish	..	Oct. 4 to 8, Inc.	Ruthrauff & Ryan, N. Y.
Old Age Benefit Assn.	Old Age Benefits	....	Tues., Thurs., 5:45-6:00 P.M.	..	Dec. 29, '38-Jan. 1, '39	Direct
Texas Pharmaceutical Assn., Dallas	....	5 Min. Record	Mon., Fri., 6:00-6:05 P. M.	..	Feb. 24, '39-Mar. 20, '39	Padgett Adv., Dallas
Pancrust-Plato Co., Houston	Crustene Shortening	Our Children	Wed., Sat., 9:15-9:30	..	Sept. 27, '38-26 wks.	Wilhelm-Conroy-Wilson, San Antonio
Plain People's Jackson Day Dinner	Political	Jackson Day	Saturday, 9:00-9:30 P. M.	..	One Time	Direct
Gebhardt Chile Powder Co., San Antonio	Gebhardt Chile	Women's Page of the Air Announcements	Mon., Wed., Fri., 10:05-10:06	..	Jan. 9, '39-May 10, '39	Pitluck Adv. Co., San Antonio
Gulf Brewing Co., Houston	Grand Prize Beer	Highlights in the News	Tues., Wed., Thurs., Sat., 5:45-6:00 P. M.	..	Feb. 28, '39-Feb. 28, '40	Rogers Gano, Houston
Morgan Jones, Elgin, Ill.	Insurance	Neighbors	Sunday, 9:00-9:15	..	April 4, '39-June 22, '40	J. L. Stewart Co., Chicago
Postex Cotton Mills, Dallas	....	Women's Page of the Air	Mon., Wed., Fri., 10:05-10:06	..	Jan. 26, '38-Feb. 22, '39	Tracy-Locke-Dawson, Dallas

KFRO
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LINDEN
JEFFERSON
MARSHALL
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CARTHAGE
RUSK
CENTER
MANSFIELD
SAN AUGUSTINE
KFRO "Tells'em & Sells'em"
IN TEXAS RICHEST MARKET

1939 NATIONAL ACCOUNTS ON KFRO

B. C. Headache Powders
Carter's Little Liver Pills
Dr. Scholl's Zino Pads
Ford Automobiles
Grove's Chill Tonic
Cur-Cu-Ray Heaters
Wheaties
McGaugh Hosiery
Texas Power & Light
Crustene Shortening
Grand Prize Beer
Southern Select Beer
Duncan Coffee Company
Rio Grande Valley Citrus
Bowen Motor Coaches
Postex Cotton Mills
Humble Oil Company
Magnolia Oil Company
Comet Rice
Blue Bonnet Margarine
Gebhardt Chili Powder
Ironized Yeast
Budweiser
Emerson Radio
Sears-Roebuck
Lydia E. Pinkham
Bulova Watch
Gillette Safety Razor
Peruna
Kolorback
Gold Medal Flour

Your sales message will fall in receptive ears over KFRO—THE VOICE OF EAST TEXAS, at Longview. Affiliated with Texas State and Mutual networks.

KFRO covers one million population, the world's largest oil field area—Day and Night. These people have money to spend—12 months a year—reach them from the center with KFRO.

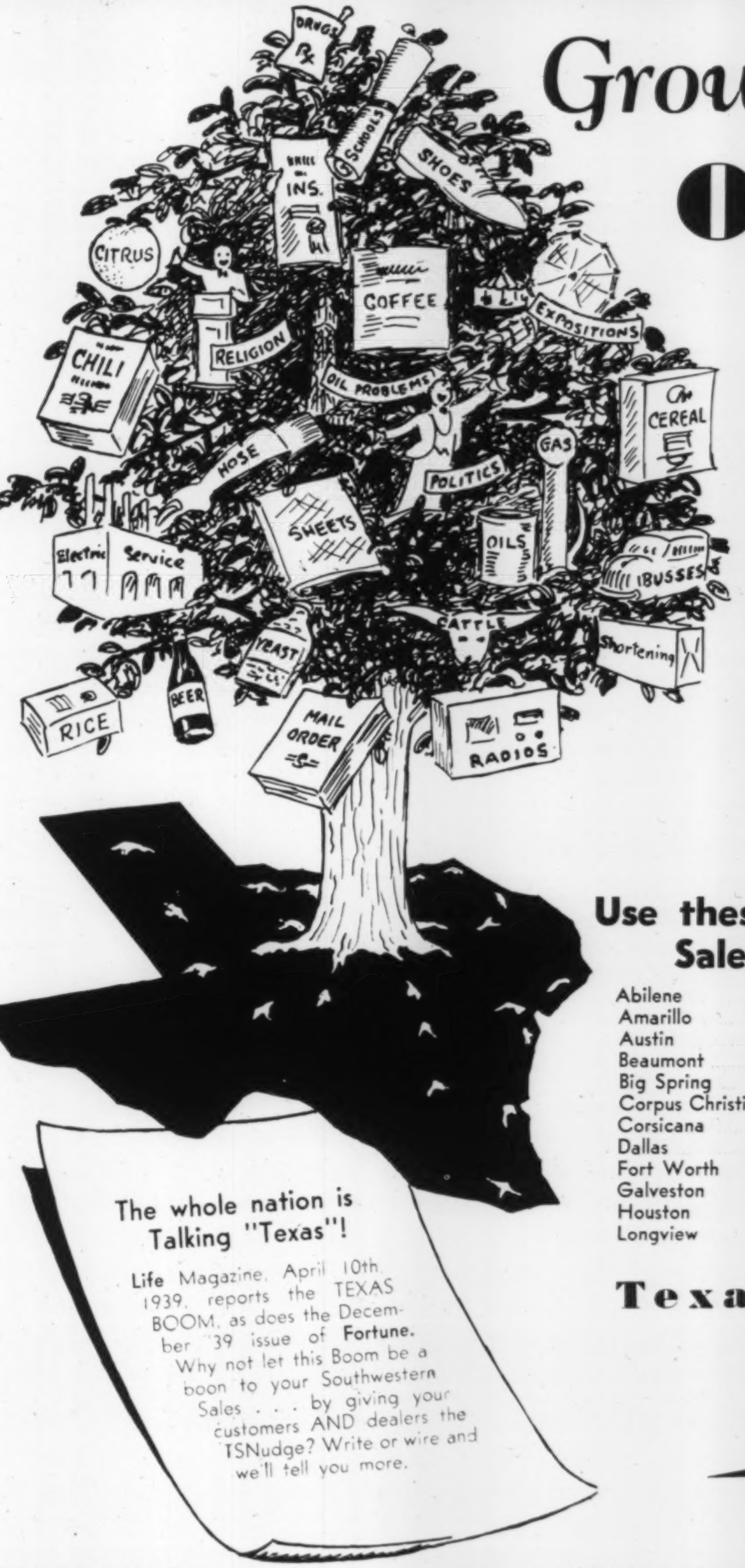
ON THE AIR FULL TIME—WITH 1,000 WATTS—ABOUT MARCH 1st.

Growing Time:

One Year

(Reading Time: One Min.)

From Acorn to Oak in One Year! Deep-rooted in Mighty Texas, TSN's 24 stations have grown in power and acceptance until TSN is now the "National Network of the Nation of Texas" . . . a fact recognized by even the State Legislature, who passed a resolution commending us for public service. Yet, there's nothing magical about this startling growth. Every TSN station is the "Home-Town" station in the 24 largest markets of the state. You double your sales appeal on TSN by using the station your dealer uses. This approach has worked for some of the nation's largest advertisers . . . and it'll work for YOU!


DRUGS
Rx
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SHOES
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CITRUS
COFFEE
EXPOSITIONS
CHILI
RELIGION
OIL PROBLEMS
CEREAL
GAS
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POLITICS
SHEETS
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BUSSES
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CATTLE
Shortening
YEAST
BEER
RICE
MAIL ORDER
RADIOS

The whole nation is Talking "Texas"!

Life Magazine, April 10th, 1939, reports the TEXAS BOOM, as does the December '39 issue of **Fortune.** Why not let this Boom be a boon to your Southwestern Sales . . . by giving your customers AND dealers the TSNudge? Write or wire and we'll tell you more.

Use these 'local lanes' to lift your Sales in Prosperous Texas!

Abilene	KRBC	Lubbock	KFYO
Amarillo	KFDA	Paris	KPLT
Austin	KNOW	San Angelo	KGKL
Beaumont	KFDM	San Antonio	KABC
Big Spring	KBST	Sherman-Denison	KRRV
Corpus Christi	KRIS	Temple	KTEM
Corsicana	KAND	Texarkana	KCMC
Dallas	WRR	Tyler	KGKB
Fort Worth	KFJZ	Vernon	KVWC
Galveston	KLUF	Waco	WACO
Houston	KXYZ	Weslaco	KRGV
Longview	KFRO	Wichita Falls	KWFT

Texas State Network

TSN
TEXAS STATE NETWORK

NEW YORK OFFICE
3561 International Bldg.
Rockefeller Center

GENERAL OFFICE & STUDIOS
1201 W. Lancaster
Fort Worth, Texas

CHICAGO OFFICE
511 So. Wrigley Bldg.
400 No. Michigan Ave.

Advertisers Using NBC-Blue Network During 1939

Sponsor	Product	Program	Time	No. of Stations	Duration of Contract	Agency & City
Acme White Lead & Color Works, Detroit	Paints	Smilin' Ed McConnell	Tues. & Thurs., 10:30-10:45 A.M.	31	Sept. '38-June '39	Henri, Hurst & McDonald, Chicago
Adam Hats, New York	Hats	Boxing Bouts	Various Days, 10:00 P.M. to Finish	50	Oct. 38-May '39	Glicksman Adv. Co., N. Y.
Adam Hats, New York	Hats	Lou Ambers vs. Henry Armstrong	Tuesday, 10:00 P.M. to Finish	54	August 22, 1939 Only	Glicksman Adv. Co., N. Y.
Adam Hats, New York	Hats	Joe Louis vs. Bob Pastor	Wednesday, 10:30 P.M. to Finish	52	Sept. 20, 1939 Only	Glicksman Adv. Co., N. Y.
Adam Hats, New York	Hats	Billy Conn vs. Melio Bettina	Monday, 10:00 P.M. to Finish	52	Sept. 25, 1939 Only	Glicksman Adv. Co., N. Y.
Adam Hats, New York	Hats	Boxing Bouts	Various Days 10:00 P.M. to Finish	61	Sept. '39—	Glicksman Adv. Co., N. Y.
Air Conditioning Training Corp., Youngstown, O.	Correspondence School	Smilin' Ed McConnell	Sunday, 10:45-11:00 A.M.; 11:15-11:30 A.M.	27	Oct. '39—	Weill & Wilkins, N. Y.
American Rolling Mill Co., Middletown, O.	Steel	Armco Band	Sunday, 3:00-3:30 P.M.	42	Jan. '39-Apr. '39	N. W. Ayer & Son, Philadelphia
Anacin Co., Jersey City	Anacin	Easy Aces	Tues., Wed., Thurs., 7:00-7:15 P.M.	38	June '35—	Blackett-Sample-Hummert, N. Y.
Ballard & Ballard Co., Louisville	Oven-Ready Biscuits	Smilin' Ed McConnell	Fri. & Sat., 10:00-10:15 A.M.	8	Mar. '39-Apr. '39	Henri, Hurst & McDonald, Chicago
Bisodol Co., Jersey City	Bisodol	Tracer of Lost Persons	Tues., Wed., Thurs., 7:15-7:30 P.M.	38	Oct. '37—	Blackett-Sample-Hummert, N. Y.
Bowey's Inc., Chicago	Dari-Rich Chocolate Drink	Terry & Pirates	Mon., Tues., Wed., 5:15-5:30 P.M.	19	Sept. '38-Mar. '39	Stack-Goble Adv. Agcy, Chicago
Brown & Williamson Tobacco Co., Louisville	Bugler Tobacco	Plantation Party	Friday, 9:00-9:30 P.M.	77	Dec. '38—	Russell M. Seeds Co., Chicago
Buick Motor Co., Detroit	Motor Cars	Joe Louis vs. John Henry Lewis	Wednesday, 10:00 P.M. to Finish	39	Jan. 25, '39 Only	Arthur Kudner Inc., N. Y.
Canada Dry Ginger Ale, New York	Ginger Ale	Information Please	Tuesday, 8:30-9:00 P.M.; 10:30-11:00 P.M.; 11:30-12:00 Mid	57	Nov. '38—	J. M. Mathes Inc., N. Y.
Colgate-Palmolive-Peet Co., Jersey City	Shaving Creams	Sports Newsreel of the Air	Sunday, 9:45-10:00 P.M.	46	Oct. '39—	Benton & Bowles, Chicago
Cook, Thos. & Son, New York	Travel	The Man from Cooks	Sunday, 5:30-5:45 P.M.	19	Dec. '38-Mar. '39	Newell-Emmett Co., N. Y.
Fels & Co., Philadelphia	Soap Chips	Hobby Lobby	Wednesday, 8:30-9:00 P.M.	45	Oct. '38-Sept. '39	Young & Rubicam, N. Y.
Fendrich, H., Inc., Evansville	Cigars	Smoke Dreams	Tuesday, 10:15-10:30 P.M.; 10:45-11:00 P.M.	21	Feb. '39-May '39	Ruthrauff & Ryan, Chicago
General Foods Corp., New York	Jello Puddings	Aldrich Family	Tuesday, 8:00-8:30 P.M.; 11:30-12:00 Mid	64	Oct. '39—	Young & Rubicam, N. Y.
General Foods Corp., New York	Post Bran Flakes	Young Dr. Malone	Mon.-Fri., 11:15-11:30 A.M.	57	Nov. '39—	Benton & Bowles, N. Y.
Goodyear Tire & Rubber Co., Akron	Tires & Tubes	Farm Radio News	Mon.-Fri., 1:15-1:30 P.M.	49	Sept. '38-June '39	Arthur Kudner Inc., N. Y.
Gordon Baking Co., Detroit	Silvercup Bread	One of the Finest	Mon. & Thurs., 7:30-8:00 P.M.	4	Oct, '39—	Young & Rubicam, N. Y.
Grove Laboratories, St. Louis	Bromo-Quinine	Sherlock Holmes	Monday, 8:00-8:30 P.M.; 12:00-12:30 A.M.	50	Oct. '39—	Stack-Goble Adv. Agcy, Chicago
Chas. Gulden, Inc., New York	Mustard	Gulden Serenaders	Wed. & Fri., 6:30-6:45 P.M.	5	Oct. '38-May '39	Chas. W. Hoyt Co., N. Y.
Chas. Gulden, Inc., New York	Mustard	Gulden Serenaders	Wed. & Fri., 6:30-6:45 P.M.	6	Oct. '39—	Chas. W. Hoyt Co., N. Y.
Andrew Jergens Co., Cincinnati	Soaps & Cosmetics	Hollywood Playhouse	Sunday, 9:00-9:30 P.M.; 10:30-11:00 P.M.	81	Sept. '38-Sept. '39	Lennen & Mitchell, N. Y.
Andrew Jergens Co., Cincinnati	Lotion	Jergens Journal	Sunday, 9:30-9:45 P.M.; 11:00-11:15 P.M.	81	Sept. '38-Sept. '39	Lennen & Mitchell, N. Y.
Andrew Jergens Co., Cincinnati	Lotion	Jergens Journal	Sunday, 9:00-9:15 P.M.; 12:00-12:15 A.M.	64	Oct. '39—	Lennen & Mitchell, N. Y.
Andrew Jergens Co., Cincinnati	Woodbury Soap	Parker Family	Sunday, 9:15-9:30 P.M.; 12:15-12:30 A.M.	64	Oct. '39—	Lennen & Mitchell, N. Y.
Kellogg Co., Battle Creek, Mich.	Krispies	Don Winslow of the Navy	Mon.-Fri., 5:30-5:45 P.M.	24	Aug. '38-Mar. '39	Hays MacFarland & Co., Chicago
Lamont Corliss & Co., New York	Pond's Creams	Those We Love	Monday, 8:30-9:00 P.M.	34	Oct. '36-Mar. '39	J. Walter Thompson Co., N. Y.
Lewis-Howe Co., St. Louis	Tums	Bert Lytell	Friday, 7:00-7:15 P.M.; 10:30-10:45 P.M.	47	Feb. '39-Mar. '39	H. W. Kastor & Sons, Chicago
Lewis-Howe Co., St. Louis	Tums	Vocal Varieties	Friday, 7:00-7:15 P.M.; 10:30-10:45 P.M.	47	Mar. '39-May '39	H. W. Kastor & Sons, Chicago
Lewis-Howe Co., St. Louis	Tums	Quicksilver	Wednesday, 8:30-9:00 P.M.; 11:30-12:00 Mid.	53	Oct. '39—	H. W. Kastor & Sons, Chicago
P. Lorillard Co., New York	Old Gold Cigarettes	Melody and Madness	Tuesday, 9:00-9:30 P.M.	103	May '39-Nov. '39	Lennen & Mitchell, N. Y.
MacFadden Publications, New York	Magazines	Mary and Bob's True Stories	Tuesday, 9:00-9:30 P.M.	25	Oct. '38-Apr. '39	Arthur Kudner, Inc., N. Y.
MacFadden Publications, New York	Magazines	Fulton Oursler	Tuesday, 9:30-10:00 P.M.	44	May '39-Oct. '39	Arthur Kudner, Inc., N. Y.
Magazine Repeating Razor Co., New York	Schick Razors	Joe Louis vs. Tony Galento	Wednesday, 10:00 P.M. to Finish	59	June 29, '39 Only	J. M. Mathes, N. Y.
Manhattan Soap Co., New York	Sweetheart Soap	Jack Berch	Mon., Wed., Fri., 10:30-10:45 A.M.	9	May '39-Nov. '39	Franklin Bruck Adv. Co., N. Y.
Manhattan Soap Co., New York	Sweetheart Soap	Jack Berch & His Boys	Mon., Wed., Fri., 11:30-11:45 A.M.	9	Nov. '39—	Franklin Bruck Adv. Co., N. Y.
Mars, Inc., Chicago	Candy Bars	Doctor I Q	Monday, 10:30-11:00 P.M.	16	Apr. '39-July '39	Grant Adv., Chicago
Miles Laboratories, Elkhart, Ind.	Alka-Seltzer	National Barn Dance	Saturday, 9:00-10:00 P.M.; 11:00-12:00 Mid.	88	Jan. '33—	Wade Adv. Agcy., Chicago

[Continued on Page 235]

COMING UP

A FOUR COURSE FEAST OF SALES

The NBC Blue Network is the cream in the canny advertiser's coffee. And here's why...

THE BLUE SERVES UP SALES AT LOWEST NATIONAL COST!

Coverage Canape . . . The NBC Blue Network gives you coverage where it counts! You reach the important sales areas of the nation, with concentration in the "Money Markets"—the places where most of the country's radio homes are located. Where 70% of all retail sales are made. Where 72% of the effective buying income is located. Where 73% of all food, 69% of all drugs, 68% of all new cars are sold.

Economy Entree . . . The Blue Network not only gives you coverage that is focussed on the markets with the spending money—but does it at lowest national cost. The Blue's low cost, which is unmatched by any other national medium reaching the home, is the result of the now famous Blue Discount Plan, designed to enable advertisers to "go national" on an exceedingly modest budget.

Facilities Supreme . . . The Blue is up and coming! Facilities have been greatly improved. Coverage has been stepped up. The network has become a more and more attractive buy for advertisers—because the circulation increase of the Blue, resulting from these technical improvements, is offered to advertisers *at no extra cost!*

Satisfaction Souffle . . . Advertiser after advertiser has found that the Blue Network packs a real sales punch. The successful job this network has done for many canny, experienced buyers of network time is eloquently expressed in the fact that 70% of last year's Blue Network advertisers have come back for more—and 16 new ones signed up in the Fall of 1939.

It will be well worth your while to get all the facts about the Blue Network. It can do a big job for you at low cost. The details are yours for a phone call. National Broadcasting Company. A Radio Corporation of America Service.

NBC BLUE NETWORK

Sales through the air with the greatest of ease

Advertisers Using NBC-Blue Network During 1939

[Continued from Page 232]

Sponsor	Product	Program	Time	No. of Stations	Duration of Contract	Agency & City
Modern Food Process Co., Philadelphia	Thrivo Dog Food	Dog Heroes	Sunday, 3:00-3:15 P.M.	11	Oct. '38-Feb. '39	Clements Co., Philadelphia
Modern Food Process Co., Philadelphia	Thrivo Dog Food	Moylan Sisters	Sunday, 5:00-5:15 P.M.	12	Oct. '39—	Clements Co., Philadelphia
Philip Morris & Co., Ltd., New York	Cigarettes	Breezing Along	Wednesday, 8:00-8:30 P.M.; 11:00-11:30 P.M.	44	Nov. '39—	Biow Co. Inc., N. Y.
C. F. Mueller Co., Jersey City	Macaroni	Thunder Over Paradise	Mon.-Fri., 10:00-10:15 A.M.	5	Oct. '39—	Kenyon & Eckhardt, N. Y.
Musterole Co., Cleveland	Musterole	Carson Robison and His Buckaroos	Monday, 8:00-8:30 P.M.	38	Oct. '38-Apr. '39	Erwin Wasey & Co., N. Y.
Musterole Co., Cleveland	Musterole	Carson Robison and His Buckaroos	Friday, 8:30-9:00 P.M.; 11:00-11:30 P.M.	53	Oct. '39—	Erwin Wasey & Co., N. Y.
Ohio Oil Co., Findlay, O.	Gas and Oil	Melody Marathon	Friday, 10:30-11:00 P.M.	11	Sept. '39—	Byer & Bowman Co., Columbus, O.
Palmer Bros., New York	Mattresses	Four Star News	Sunday, 5:15-5:30 P.M.	35	June '39-Nov. '39	Tucker Wayne Co., Atlanta
Pepsodent Co., Chicago	Toothpaste	Mr. District Attorney	Sunday, 7:30-8:00 P.M.; 12:00-12:30 A.M.	41	Oct. '39—	Lord & Thomas, N. Y.
Pittsburgh Coal Co., Pittsburgh	Champion Coal	Champions of the Keyboards	Wednesday, 7:30-7:45 P.M.	3	Oct. '38-Jan. '39	Walker & Downing, Pittsburgh
Procter & Gamble Co., Cincinnati	Camay	Pepper Young's Family	Mon.-Fri., 11:30-11:45 A.M.	11	Aug. '36-Nov. '39	Pedlar & Ryan, N. Y.
Procter & Gamble Co., Cincinnati	Camay	Pepper Young's Family	Mon.-Fri., 11:00-11:15 A.M.	17	Nov. '39—	Pedlar & Ryan, N. Y.
Procter & Gamble Co., Cincinnati	Crisco	Vic and Sade	Mon.-Fri., 11:15-11:30 A.M.	20	Apr. '36-July '39	Compton Adv., N. Y.
Procter & Gamble Co., Cincinnati	Crisco	Right to Happiness	Mon.-Fri., 11:15-11:30 A.M.	20	July '39-Nov. '39	Compton Adv., N. Y.
Procter & Gamble Co., Cincinnati	Crisco	Right to Happiness	Mon.-Fri., 10:15-10:30 A.M.	20	Nov. '39—	Compton Adv., N. Y.
Procter & Gamble Co., Cincinnati	Ivory Flakes	Story of Mary Marlin	Mon.-Fri., 11:00-11:15 A.M.	14	June '37-Nov. '39	Compton Adv., N. Y.
Procter & Gamble Co., Cincinnati	Ivory Flakes	Story of Mary Marlin	Mon.-Fri., 10:30-10:45 A.M.	22	Nov. '39—	Compton Adv., N. Y.
Procter & Gamble Co., Cincinnati	Oxydol	Trouble With Marriage	Mon.-Fri., 10:45-11:00 A.M.	8	July '39-Dec. '39	Blackett-Sample-Hummert, Chicago
Procter & Gamble Co., Cincinnati	Teel	Midstream	Mon.-Fri., 10:45-11:00 A.M.	9	Nov. '39—	H. W. Kastor & Sons, Chicago
Radio Corp. of America, New York	Institutional	Magic Key of RCA	Sunday, 2:00-3:00 P.M.	117	Sept. '35-June '39	Direct
Radio Corp. of America, New York	Institutional	Magic Key of RCA	Monday, 9:00-10:00 P.M.	87	June '39-Sept. '39	Direct
RCA Mfg. Co., Camden, N. J.	Radios, etc.	Max Bear vs. Lou Nova	Thursday, 10:00 P.M. to Finish	74	June 1, 1939 Only	Direct
Ralston-Purina Corp., St. Louis	Cereals	Adventures of Tom Mix	Mon.-Fri., 5:45-6:00 P.M.; 6:45-7:00 P.M.	24	Sept. '38-Mar. '39	Gardner Adv. Co., St. Louis
Ralston-Purina Corp., St. Louis	Cereals	Adventures of Tom Mix	Mon.-Fri., 5:45-6:00 P.M.; 6:45-7:00 P.M.; 8:15-8:30 P.M.	51	Sept. '39—	Gardner Adv. Co., St. Louis
Ralston-Purina Corp., St. Louis	Shredded Ralston	The Inside Story	Tuesday, 8:00-8:30 P.M.; 10:30-11:00 P.M.	57	Mar. '39-Oct. '39	Gardner Adv. Co., St. Louis
Sherwin-Williams Co., Cleveland	Paints	Metropolitan Opera Auditions	Sunday, 5:00-5:30 P.M.	67	Oct. '38-Apr. '39	Warwick & Legler, N. Y.
Sherwin-Williams Co., Cleveland	Paints	Metropolitan Opera Auditions	Sunday, 5:30-6:00 P.M.	89	Oct. '39—	Warwick & Legler, N. Y.
Dr. Earle S. Sloan, New York	Sloan's Liniment	Youth vs. Age	Saturday, 8:30-9:00 P.M.	105	Oct. '39—	Warwick & Legler, N. Y.
Standard Brands Inc., New York	Foil Yeast	Getting the Most Out of Life	Mon.-Fri., 11:45-12:00 Noon	20	May '38-June '39	J. Walter Thompson Co., N. Y.
Standard Brands Inc., New York	Foil Yeast	Getting the Most Out of Life	Mon.-Fri., 11:45-12:00 Noon	27	Oct. '39—Dec. '39	J. Walter Thompson Co., N. Y.
Sun Oil Co., Philadelphia	Gas and Oil	Lowell Thomas	Mon.-Fri., 6:45-7:00 P.M.	21	June '32—	Roche, Williams & Cunnyngham, Philadelphia
Swift & Co., Chicago	Sunbrite	Smile Parade	Friday, 9:30-10:00 A.M.; 12:30-1:00 P.M.	26	Sept. '38-Feb. '39	Stack-Goble Adv. Agcy., Chicago
Swift & Co., Chicago	Sunbrite	Smile Parade	Thursday, 4:00-4:30 P.M.	28	Mar. '39-Sept. '39	Stack-Goble Adv. Agcy., Chicago
Swift & Co., Chicago	Frankfurters	Sales Meeting	Saturday, 9:15-9:30 A.M.	48	June 17, 1939 Only	J. Walter Thompson Co., Chicago
Time, Inc., New York	Magazines	March of Time	Friday, 9:30-10:00 P.M.	41	July '38-Apr. '39	BBDO, N. Y.
Vanette Hosiery Mills, Dallas	Hosiery	Fashion Previews	Saturday, 9:45-10:00 A.M.	9	Jan. '39-June '39	Grant Adv., Chicago
Vick Chemical Co., New York	Vapo-Rub	Seth Parker	Sunday, 7:30-8:00 P.M.; 12:00-12:30 A.M.	56	Sept. '38-Mar. '39	Morse International, N. Y.
Ward Baking Co., New York	Bread	Jane Arden	Mon.-Fri., 10:15-10:30 A.M.	15	Sept. '38-June '39	Sherman K. Ellis Co., N. Y.
Ward Baking Co., New York	Bread	Joe Penner	Thursday, 8:30-9:00 P.M.	22	Oct. '39—	Sherman K. Ellis Co., N. Y.
Wm. R. Warner, New York	Sloan's Liniment	Warden Lawes	Friday, 8:00-8:30 P.M.	45	Oct. '38-Apr. '39	Warwick & Legler, N. Y.
G. Washington Refining Co., Morris Plains, N. J.	Coffee	Uncle Jim's Question Bee	Saturday, 7:30-8:00 P.M.	4	Sept. '36-Dec. '39	Cecil & Presbrey, N. Y.
R. L. Watkins Co., New York	Dr. Lyons Tooth Powder	Alias Jimmy Valentine	Monday, 7:00-7:30 P.M.	25	June '38-Feb. '39	Blackett-Sample-Hummert, N. Y.
R. L. Watkins Co., New York	Dr. Lyons Tooth Powder	Orphans of Divorce	Monday, 7:00-7:30 P.M.	25	Feb. '39-Sept. '39	Blackett-Sample-Hummert, N. Y.
R. L. Watkins Co., New York	Dr. Lyons Tooth Powder	Orphans of Divorce	Mon.-Fri., 3:00-3:15 P.M.	43	Sept. '39-Dec. '39	Blackett-Sample-Hummert, N. Y.
Welch Grape Juice Co., Westfield, N.Y.	Grape Juice	Irene Rich	Sunday, 9:45-10:00 P.M.; 11:15-11:30 P.M.	48	Oct. '33-Oct. '39	H. W. Kastor & Sons, Chicago
Welch Grape Juice Co., Westfield, N. Y.	Grape Juice	Irene Rich	Sunday, 9:30-9:45 P.M.; 11:15-11:30 P.M.	51	Oct. '39—	H. W. Kastor & Sons, Chicago
Westinghouse E. & M. Co., Pittsburgh	Institutional	Letters Home	Sunday, 5:45-6:00 P.M.	83	May '39-Oct. '39	Fuller & Smith & Ross, N. Y.
J. B. Williams Co., Glastonbury, Conn.	Shaving Cream	True or False	Monday, 10:00-10:30 P.M.	43	July '38-Aug. '39	J. Walter Thompson Co., N. Y.
J. B. Williams Co., Glastonbury, Conn.	Shaving Cream	True or False	Monday, 8:30-9:00 P.M.; 12:00-12:30 A.M.	43	Aug. '39—	J. Walter Thompson Co., N. Y.

XUM

Advertisers Using NBC Pacific Coast Network During 1939

All Time Pacific Standard Time

Sponsor	Product	Program	Time	No. of Stations	Duration of Contract	Agency & City
Albers Bros. Milling Co., Seattle	Cereals	Good Morning Tonite	Tuesday, 9:00-9:30 P.M.	5	Sept. '36-Feb. '39	Erwin Wasey & Co., Seattle
Albers Bros. Milling Co., Seattle	Cereals	Good Morning Tonite	Friday, 9:30-10:00 P.M.	5	Feb. '39-Apr. '39	Erwin Wasey & Co., Seattle
Albers Bros Milling Co., Seattle	Cereals	Good Morning Tonite	Friday, 8:00-8:30 P.M.	5	May '39-Sept. '39	Erwin Wasey & Co., Seattle
Albers Bros. Milling Co., Seattle	Cereals	Good Morning Tonite	Tuesday, 9:00-9:30 P.M.	5	Sept. '39—	Erwin Wasey & Co., Seattle
Cardinet Candy Co., Oakland	Candy	Night Editor	Sunday, 8:00-8:15 P.M.	7	Jan. '39—	Tomaschke-Elliott, Oakland
Gallenkamp Stores Co., San Francisco	Shoes	Professor Puzzlewit	Sunday, 4:00-4:30 P.M.	4	Mar, '36—	Long Adv. Service, San Francisco
Gilmore Oil Co., Los Angeles	Gas & Oil	Gilmore Circus	Friday, 9:00-9:30 P.M.	6	Feb. '37-May '39	Botsford, Constantine & Gardner, Los Angeles
Hecker Products Corp., New York	Flour	Woman's Magazine of the Air	Tues. & Thurs., 3:45-4:00 P.M.	9	Oct. '39—	Erwin Wasey & Co., N. Y.
Lamont Corliss & Co., New York	Danya Lotion	Woman's Magazine of the Air	Wed. & Fri., 3:45-4:00 P.M.	5	Nov. '38-Apr. '39	J. Walter Thompson Co., N. Y.
Langendorf United Bakeries, San Francisco	Bakery Goods	Rush Hughes	Mon.-Fri., 3:00-3:15 P.M.	3	July '39—	Leon Livingston Adv. Agcy., San Francisco
Loose-Wiles Biscuit Co., Long Island City, N. Y.	Biscuits	Woman's Magazine of the Air	Tues. & Thurs., 3:30-3:45 P.M.	5	Feb. '39—	Newell-Emmett Co., N. Y.
Richfield Oil Co., Los Angeles	Gas & Oil	Richfield Reporter	Sun.-Fri., 10:00-10:15 P.M.	5	Apr. '31—	Hixson-O'Donnell Adv., Los Angeles
Signal Oil Co., Los Angeles	Gas & Oil	Signal Carnival	Sunday, 7:30-8:00 P.M.	12	Nov. '36—	Barton A. Stebbins Adv. Agcy., Los Angeles
Sperry Flour Co., San Francisco	Flour	Dr. Kate	Mon.-Fri., 10:45-11:00 A.M.	7	May '38—	Westco Adv. Agcy., San Francisco
Sperry Flour Co., San Francisco	Flour	Martha Meade	Friday, 10:15-10:30 A.M.	6	Sept. '38-June '39	Westco Adv. Agcy., San Francisco
Sperry Flour Co., San Francisco	Flour	Dangerous Road	Mon.-Fri., 10:30-10:45 A.M.	6	Sept. '38-May '39	Westco Adv. Agcy., San Francisco
Sperry Flour Co., San Francisco	Flour	Woman's Magazine of the Air	Tues., Wed., Fri., 2:30-2:45 P.M.	5	Mar. '39-May '39	Westco Adv. Agcy., San Francisco
Standard Brands, New York	Yeast	I Love a Mystery	Mon.-Fri., 3:15-3:30 P.M.	5	Jan. '39-Sept. '39	J. Walter Thompson Co., N. Y.
Standard Oil Co. of Cal., San Francisco	Gas & Oil	Standard School	Thursday, 11:00-11:45 A.M.	12	Oct. '38-May '39	McCann-Erickson, San Francisco
Standard Oil Co. of Cal., San Francisco	Gas & Oil	Standard School	Thursday, 11:00-11:45 A.M.	12	Sept. '39—	McCann-Erickson, San Francisco
Standard Oil Co. of Cal., San Francisco	Gas & Oil	Standard Symphony	Thursday, 8:15-9:15 P.M.	5	Sept. -32-Sept. '39	McCann-Erickson, San Francisco
Standard Oil Co. of Cal., San Francisco	Gas & Oil	Standard Symphony	Thursday, 8:30-9:30 P.M.	5	Sept. '39—	McCann-Erickson, San Francisco
Tidewater Associated Oil Co., San Francisco	Gas & Oil	Associated Football	Saturday, 2:00-4:45 P.M.	..	Sept. '39-Dec. '39	Lord & Thomas, San Francisco
Tillamook County Creamery, Tillamook, Ore.	Cream & Cheese	Bennie Walker's Kitchen	Thursday, 9:45-10:00 A.M.	5	Jan. '39-Apr. '39	Botsford Constantine & Gardner, Portland
Tillamook County Creamery, Tillamook, Ore.	Cream & Cheese	Bennie Walker's Kitchen	Friday, 9:15-9:30 A.M.	5	Apr. '39-June '39	Botsford Constantine & Gardner, Portland
Tillamook County Creamery, Tillamook, Ore.	Cream & Cheese	Bennie Walker's Kitchen	Thursday, 10:00-10:15 A.M.	6	Sept. '39—	Botsford Constantine & Gardner, Portland
Vick Chemical Co., New York	Vapo-Rub	Beyond Reasonable Doubt	Wed., Thurs., Sat., 6:00-6:15 P.M.	11	Oct. '39—	Morse International, N. Y
Wesson Oil & Snowdrift Co., San Francisco	Salad Oil	Hawthorne House	Monday, 9:30-10:00 P.M.	8	Oct. '35—	Fitzgerald Adv. Agcy., New Orleans

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Advertisers Using Mutual Network During 1939

Sponsor	Product	Program	Time	No. of Stations	Duration of Contract	Agency & City
American Bird Products, Chicago	Bird Foods	American Radio Warblers	Sunday, 11:45-12:00 A.M.	8	10/10/37-5/8/38 10/16/38-5/7/39 10/14/39-	Weston-Barnett, Chicago
Aurora Labs., Chicago	Clear Again Remedy	Hollywood Newsgirl	Mon., Wed., Fri., 1:15-1:30 P.M.	9	1/9/39-1/30/39	Erwin-Wasey & Co., N. Y.
Axton-Fisher Tobacco Co., Louisville	Twenty Grand Cigarettes	Captain Herne	Mon.-Fri., 11:15-11:30 P.M.	3	5/8/39-9/4/39	McCann-Erickson, N. Y.
Bathasweet Corp., New York	Bathasweet Soap	Quin Ryan New's Commentary	Mon., Wed., Fri., 12:30-12:45 P.M.	2	2/27/39-5/26/39	H. M. Kiesewetter, N. Y.
Bayuk Cigars, Philadelphia	Phillies Cigars	Inside of Sports	Tues., Thurs., Sat., 7:45-8:00 P.M.	25	6/14/38-	Ivey & Ellington, Philadelphia
Bell & Co., Orangeburg, N. Y.	Bell-ans	Red River Dave	Tues., Thurs., 8:15-8:30 A.M.	7	6/5/39-	Anderson, Davis & Platte, N. Y.
Congress Cigar Co., New York	La Palina Cigars	Ed Thorgerson	Saturday, 5:45-6:00 P.M.	21	9/30/39-	Marschalk & Pratt, N. Y.
Delaware, Lackawanna & Western Coal Co., New York	Blue Coal	The Shadow	Sunday, 5:30-6:00 P.M.	15	9/26/37-3/20/38 9/25/38-3/19/39 9/24/39-	Ruthrauff & Ryan, N. Y.
Detrola Corp., Detroit	Radios	Fulton Lewis	Mon., Wed., Fri., 10:30-10:45 P.M.	13	10/30/39-	Bass-Luckoff, Detroit
Emerson Radio & Phonograph Corp., New York	Radios	America Looks Ahead	Tues., Thurs., Sat., 7:15-7:30 P.M.	32	6/3/39-	Grady & Wagner, N. Y.
General Baking Co., New York	Bond Bread	Lone Ranger	Mon., Wed., Fri., 7:30-8:00 P.M.	15	2/1/39-	BBDO, N. Y.
General Cigar Co., New York	White Owl Cigars	Raymond Gram Swing	Mon., Wed., Fri., 10:00-10:15 P.M.	3	9/25/39-	J. Walter Thompson Co., N. Y.
General Mills, Minneapolis	Corn Kix	Curtain Time	Friday, 10:00-10:30 P.M.	27	10/14/38-1/6/39	Blackett-Sample-Hummert, Chicago
Gillette Safety Razor Co., Boston	Tech Razor & Gillette Blades	World Series	Wed., Thurs., Sat., Sun., 2:00-4:00 P.M.	202	10/4, 5, 7, 8/39	Maxon Inc., Detroit
Gordon Baking Co., Detroit	Silver Cup Bread	Lone Ranger	Mon., Wed., Fri., 7:30-8:00 P.M.	3	11/28/34-3/24/39	Young & Rubicam, N. Y.
Gospel Broadcasting Assn., Los Angeles	Religion	Gospel Hour	Sunday, 9:00-10:00 P.M.	94	1/3/37-	R. H Alber Co., Los Angeles
Hartz Mountain Products, New York	Bird Products	Hartz Mountain Singing Canaries	Sunday, 3:30-3:45 P.M.	5	9/24/39-	Franklin Bruck Adv. Corp., N. Y.
Ironized Yeast Co., Atlanta	Ironized Yeast	Good-Will Hour	Sunday, 10:00-11:00 P.M.	62	1/23/38-10/15/39 2/12/39-	Ruthrauff & Ryan, N. Y.
Lambert Co., New York	Listerine Shaving Cream	True Detective Mysteries	Tuesday, 10:00-10:15 P.M.	5	3/22/38-3/28/39	Lambert & Feasley, N. Y.
V. La Rosa & Sons, New York	Macaroni	Radio Concert	Tuesday, 8:00-8:30 P.M.	5	10/31/39-	Commercial Radio Service Adv. Agency, N. Y.
Thomas Leeming & Co., New York	Baume Bengue	Ed Fitzgerald Informal Chatter	Mon., Wed., Fri., 2:45-3:00 P.M.	2	10/17/38-3/20/39	Wm. Esty & Co., N. Y.
P. Lorillard Co., New York	Sensation Cigarettes	Don't You Believe It	Tues., Thurs., 7:30-7:45 P.M.	28	7/26/38-4/20/39	Lennen & Mitchell, N. Y.
Lutheran Laymen's League, St. Louis	Religion	Lutheran Hour	Sunday, 1:30-2:00 P.M.	80	10/23/38-4/16/39 10/29/39-	Kelly, Stuhlman & Zahrndt, St. Louis
Maine Development Commission, Augusta, Me.	Potatoes, etc.	Girl From Maine	Tues., Thurs., 2:15-2:30 P.M.	17	9/21/37-1/5/39	Brooke, Smith, French & Dorrance, N. Y.
Maltex Co., Burlington, Vt.	Maltex Cereal	Uncle Don	Mon., Wed., Fri., 5:30-5:45 P.M.	5	9/25/39-	Samuel C. Croot Co., N. Y.
Mennen Co., New York	Shaving Cream & Baby Products	The People's Rally Quixie Doodle Contest, Eff. 10/20/39	Sunday, 3:30-4:00 P.M. Friday, 8:00-8:30 P.M.	11 10	10/16/38-4/30/39 10/20/39-	H. M. Kiesewetter, N. Y.
Metrolpolitan Life Ins. Co., New York	Insurance	Edwin C. Hill	Mon.-Fri., 9:15-9:30 P.M.	3	5/22/39-11/3/39	Young & Rubicam, N. Y.
Moody Bible Institute, Chicago	Religion	Let's Go Back to the Bible	Sunday, 2:00-2:30 P.M.	9	9/25/38-3/19/39 9/24/39-	Critchfield & Co., Chicago
Paramount Pictures, New York	Geronimo Premiere	Geronimo Premiere	Saturday, 10:30-10:45 P.M.	57	11/25/39	Buchanan & Co., N. Y.
Philip Morris & Co., New York	Philip Morris Cigarettes	What's My Name? Guess Where, Eff. 3/24/39 Breezin' Along, Eff. 5/5/39	Monday, 8:00-8:30 P.M.	4	3/25/38-10/30/39	Biow Co., N. Y.
Philip Morris & Co., New York	Dunhill, Revelation Eff. 10/14/39	Name Three	Saturday, 8:00-8:30 P.M.	4	10/4/39-	Biow Co., N. Y.
Pinkham, Lydia E., New York	Compound	Voice of Experience Vaughn De Leath (Summer)	Mon., Wed., Fri., 1:45-2:00 P.M.	64	12/27/37-	Erwin, Wasey & Co., N. Y.
Quaker Oats Co., Chicago	Farina	We, the Wives	Sunday, 4:00-4:30 P.M.	4	2/5/39-4/16/39	Benton & Bowles, Chicago
Ramsdell Inc., New York	Rita Salve Sulphur Cream	Johnson Family	Mon.-Fri., 6:45-7:00 P.M.	2	4/17/39-10/13/39	Wm. Irving Hamilton, N. Y.
Richman Bros., Cleveland	Clothes	Front Page Parade	Mon., Wed., Fri., 7:30-7:45 P.M.	9	2/27/39-5/26/39	McCann-Erickson, Cleveland
Roosevelt, Hotel, New York	Hotel Service-World's Fair	Come to the Fair	Mon., Wed., Fri., 1:15-1:30 P.M.	7	6/8/39-7/24/39	M. H. Hackett, N. Y.
Sweets Co. of America, New York	Tootsie Rolls	Smilin' Jack	Mon., Wed., Fri., 5:30-5:45 P.M.	3	2/13/39-5/19/39	Biow Co., N. Y.
Twentieth Century-Fox Film Corp., New York	Young Mr. Lincoln Premiere	Marian Anderson Lowell Thomas	Tuesday, 10:00-10:30 P.M.	69	5/30/39	Kayton-Spiero, N. Y.
Vadsco Sales Corp., New York	Quinlax Cold Tablets	Court of Human Relations	Sunday, 4:30-5:00 P.M.	8	1/9/38-7/3/38 10/9/38-1/8/39	Lawrence C. Gumbinner
Wheatena Corp., Rahway, N. J.	Wheatena	The Children's Corner	Mon., Wed., Fri., 5:45-6:00 P.M.	12	9/16/38-3/17/39	C. M. Rohrbaugh, Philadelphia
Wheeling Steel Corp., Wheeling	Steel Products	Musical Steelmakers	Sunday, 5:00-5:30 P.M.	43	2/2/38-6/26/38 9/11/38-6/25/39 10/8/39-	Critchfield & Co., Chicago
Winter & Co., New York	Pianos (Musette)	Louise Wilcher at the Musette	Tuesday, 5:45-6:00 P.M.	2	1/3/39-4/4/39	Samuel C. Croot Co., N. Y.

(Continued on Page 238)

Advertisers Using Mutual Network During 1939

(Continued from page 237)

Sponsor	Product	Program	Time	No of Stations	Duration of Contract	Agency & City
			COOPERATIVELY SPONSORED			
Cooperatively Sponsored	Various	East-West Football Game	One time	3	Jan. 1, 1939	....
Local Sponsors	Various	Famous Jury Trials	Wednesday, 10:00-10:30 P.M.	Various	10/12/38-3/8/39	Varies
Yellow Cab Co., etc.	Transportation	....	....	..	....	Rufus Rhoades & Co., San Francisco
Local Sponsors	Various	Fulton Lewis	Mon.-Fri., 7:00-7:15 P.M.	Various	10/17/38-	Varies
American Natl. Bank of Denver	Banking	....	....	..	....	Raymond Keane, Denver
Falls City Brewing Co., etc.	Beverages	....	....	..	....	Albert Frank-Guenther Law, N. Y.
Local Sponsors	Various	Green Hornet	Tues., Thurs., 8:00-8:30 P.M.	Various	8/2/38-5/11/39	Varies
Weco Products Co., etc.	Dr. West's Toothbrushes & Paste	....	....	..	....	Austin & Spector Co., N. Y.
Local Sponsors	Various	Keep Fit to Music	Mon.-Fri., 9:15-9:30 A.M.	Various	5/29/39-	Varies
Jacob Laub Bakery, etc.	Hollywood Health Bread	....	....	..	....	Hubbell Adv. Agency, Hollywood
Local Sponsors	Various	Lamplighter	Sunday, 12:30-12:45 P.M.	Various	3/27/38-	Varies
I. J. Fox, etc.	Furs	....	....	..	....	Stanley Kaye Adv. Agency, Cleveland
Local Sponsors	Various	Listen America	Sunday, 6:00-6:30 P.M.	Various	10/22/39-	Varies
Booth Fisheries Corp.	Fish	....	....	..	....	Cecil & Presbey, N. Y.
Pontiac Motor Co., etc.	Pontiac Cars	....	....	..	....	MacManus, John & Adams, Detroit
Local Sponsors	Various	Lone Ranger	Mon., Wed., Fri., 7:30-8:00 P.M.	Various	1/18/37-	Varies
Horlicks Malted Milk	Malted Milk	....	....	..	....	Roche, Williams & Cunnyngham, Chicago
Supplee-Wills-Jones Milk Co., etc.	Milk	....	....	..	....	N. W. Ayer & Son., N. Y.
Local Sponsors	Various	Marriage License Romances	Mon., Wed., Fri., 3:00-3:15 P.M.	Various	12/7/38-	Varies
Hutchinson Ice Cream Co.	Ice Cream	....	....	..	....	Direct
Local Sponsors	Various	Shadow	Sunday, 5:30-6:00 P.M.	Various	9/26/37	Varies
Barnett Fuel Co.	Coal	....	....	..	....	Gem Adv. Agency, Denver
Victor-American Fuel Co., etc.	Coal	....	....	..	....	Gem Adv. Agency, Denver
Local Sponsors	Various	Show of the Week	Sunday, 6:30-7:00 P.M.	Various	9/25/38-	....
Coca-Cola Co.	Soft Drinks	....	....	..	....	....
Howard Clothes Co., etc.	Clothing	....	....	..	....	....

Advertisers Using Arizona Broadcasting Co. (ABC) Network During 1939

Sponsor	Product	Program	Time	No. of Stations	Duration of Contract	Agency & City
American Fed. of Labor, Phoenix	....	....	Monday, 7:15-7:30 P.M.	2	9/25/39-10/9/39	Direct
Arizona Brewing Co., Phoenix	Elder Brau Beer	....	Friday, 8:15-8:30 P.M.	2	6/9/39-9/1/39	Advertising Counselors, Phoenix
Arizona Wool Growers Assn., Flagstaff	....	Convention	Tuesday, 10:00-12:00 P.M.	3	7/11/39-	Direct
Canada Dry Ginger Ale Inc., New York	Ginger Ale	Announcements	Tuesday, 6:59-7:00 P.M.	2	2/5/39-11/7/39	J. M. Mathes, Inc., N. Y.
Carter Products, New York	Carter Pills	One Minute Announcements	Mon.-Fri., 9:30 A.M.	2	3/28/39-3/2/40	Spot Broadcasting, N. Y.
DeVaney Conformal Shoe Co., Phoenix	Conformal Shoes	Mama Bloom's Brood	Tuesday, 10:15-10:30 A.M.	2	2/28/39-6/26/39	Direct
			Friday, 7:30-7:45 P.M.	2	2/24/39-3/15/39	Direct
Dr. Miles California Co., Chicago	Alka-Seltzer	Participating	Daily, 6:30-7:00 A.M.	2	5/2/39-5/1/40	Associated Adv. Agcy., Los Angeles
Electrical Equipment Co., Phoenix	Kelvinator	Musical Library	Monday, 2:00-2:15 P.M.	2	5/1/39-4/25/40	Direct
			Tuesday, 2:00-2:15 P.M.	2	5/2/39-4/26/40	Direct
			Wednesday, 2:00-2:15 P.M.	2	3/8/39-3/1/40	Direct
			Thursday, 2:00-2:15 P.M.	2	3/9/39-3/2/40	Direct
			Friday, 2:00-2:15 P.M.	2	5/5/39-4/29/40	Direct
			Monday, 10:15-10:30 A.M.	2	3/13/39-3/5/40	Direct
First Federal Savings & Loan Assn., Phoenix, Ariz.	Real Estate Loans	Arizona History	Sunday, 7:45-8:00 P.M.	2	8/6/39-8/27/39	Direct
Fred Tregaskes Co., Phoenix	U. S. Tires	Shadow of Fu Manchu	Monday, 7:00-7:15 P.M.	2	6/26/39-6/18/40	Direct
			Wednesday, 7:00-7:15 P.M.	2	6/28/39-6/28/40	Direct
Gillette Safety Razor Co., Boston	Gillette Safety Razor	1939 World Series	Wed.-Sun., 11:15-1:45 P.M.	5	10/4/39-10/8/39	Maxon Inc., N. Y.
Inter-Church Gospel of Christ, Phoenix	Religion	Inter-Church Gospel of Christ	Sunday, 8:30-8:45 A.M.	4	5/21/39-5/13/40	Direct
International Insurance Co., Phoenix, Ariz.	Insurance	Radio Newspaper	Friday, 7:40-7:45 A.M.	2	12/7/39-11/30/40	Direct
Kellogg Co., Battle Creek, Mich.	Cornflakes	Cut-in announcements	Sunday, 7:51-7:52 P.M.	2	7/2/39-7/9/39	N. W. Ayer & Son, Philadelphia
Lillian's Beauty Shop, Phoenix	Beauty Culture	Participating	Daily, 6:30-7:00 A.M.	2	9/16/39-9/30/39	Direct
Maytag Washing Machine Co., Newton, Ia.	Washing Machine	Announcements	Mon., Wed., Fri., 11:00 A.M.	2	2/6/39-5/16/39	McCann-Erickson, N. Y
Mt. States Tel. & Tel. Co., Phoenix	Telephone Service	Chain Break	Mon.-Sat., 7:00 P.M.	5	11/1/39-11/30/39	Direct
Nogales Chamber of Commerce, Nogales, Ariz.	....	Fiesta Mexicana	Sunday, 2:00-3:00 P.M.	2	4/30/39-	Direct
Paramount Pictures, Inc., New York	Motion Pictures	Chain Break	Sunday, 9:00 P.M.	2	6/4/39-9/24/39	Buchanan Co., N. Y.
Dr. G. W. Patterson, Tucson, Ariz.	Optometry	NBC Thesaurus	Tuesday, 7:30-7:45 P.M.	2	6/2/39-7/9/39	Direct
Peterson Brokerage Co., Phoenix	Breakfast Club Coffee	Man on the Street	Saturday, 1:15-1:30 P.M.	2	9/23/39-9/15/40	Direct
Phoenix Bakery, Inc., Phoenix	Bread	Lone Ranger	Monday, 6:30-7:00 P.M.	4	7/31/39-7/23/40	Direct
			Wednesday, 6:30-7:00 P.M.	4	8/2/39-7/25/40	Direct
			Friday, 6:30-7:00 P.M.	4	8/4/39-7/27/40	Direct
Phoenix Bakery, Phoenix	Bread	Participating	Daily, 6:30-7:00 A.M.	2	3/10/39-3/9/40	Direct
Quaker Oats Co., Chicago	Puffed Wheat and Rice	Dick Tracy	Mon.-Fri., 5:45-6:00 P.M.	2	3/15/39-4/28/39	Sherman K. Ellis & Co., N. Y.
Railway Express Agency, New York	Express Service	Announcements	Mon., Tues., Wed., 10:00 P.M.	2	7/11/39-8/4/39	Caples Co., Chicago
RCA Mfg. Co., Camden, N. J.	Institutional	Announcements	Sunday, 11:58-11:59 A.M.	2	6/18/39-6/18/39	Lord & Thomas, N. Y.
Smeki People, Prescott	Smoki Ceremonials	....	Thursday, 8:30-8:45 P.M.	4	8/2/39-	Direct
Standard Brands, Inc., New York	Chase & Sanborn	Announcements	Sunday, 6:17-6:18 P.M.	2	2/5/39-12/31/39	J. Walter Thompson N. Y.
Tennessee Enamel Mfg. Co., Nashville	Temco Gas Heaters	Announcements	Monday, 9:30 A.M.	2	9/5/39-11/5/39	Walker Casey Co., Nashville
United Drug Co., New York	Rexall Sale	Rubinoff	Wed., Thurs., Fri., Sat., 9:45-10:00 A.M.	2	5/2/39-5/6/39	Spot Broadcasting, N. Y.
Valley National Bank, Phoenix	Loans	Radio Newspaper	Sun.-Fri., 9:15-9:30 P.M.	2	2/12/39-2/9/40	Advertising Councelors, Phoenix
United Drug Co., New York	Rexall Sale	Rubinoff	Wed., Thurs., Fri., Sat., 9:45-10:00 A.M.	2	11/1/39-11/5/39	Spot Broadcasting, N. Y.

Advertisers Using the Yankee Network During 1939

Sponsor	Product	Program	Time	No. of Stations	Duration of Contract	Agency & City
O. O. Adams, Boston	Staley's Starch Cubes	First National Food News	Tues.-Sat., 9:15-9:30 A.M.	7	8 weeks	Direct
D'Arrigio Brothers, Boston	Andy Boy Broccoli, Pasquai Celery	First National Food News	Mon.-Sat., 9:15-9:30 A.M.	9	9/25/39-6/22/40	Badger & Browning, Boston
Alles & Fisher, Boston	"63" Cigars	Baseball News	Sunday, 6:45-7:00 P.M.	4	6/4/39-9/3/39	L. B. Hawes, Boston
Alles & Fisher, Boston	"63" Cigars	Baseball News	Sunday, 6:45-7:00 P.M.	4	9/10/39-10/1/39	L. B. Hawes, Boston
Antrol Laboratories, Los Angeles	Ant Exterminator	Gretchen McMullen Hour	Tues., Thurs., 9:45-10:00 A.M.	2	6/6/39-7/13/39	J. Walter Thompson Co., Los Angeles
Atlantic Refining Co., Philadelphia	Atlantic White Flash	Yale Football Games	Saturday, 1:45 Close of Game	15	10/7/39-11/18/39	N. W. Ayer & Son, Philadelphia
Baker Extract Co., Springfield, Mass.	Extracts; Flavoring	Gretchen McMullen Hour	Friday, 9:30-9:45 A.M.	17	2/17/39-5/2/39	Snow, Bates & Orme, Springfield
Baker Extract Co., Springfield, Mass.	Extracts; Flavoring	Gretchen McMullen Hour	Tuesday, 1:30-2:00 P.M.	17	5/2/39-5/16/39	Snow, Bates & Orme, Springfield
Baker Extract Co., Springfield, Mass.	Extracts; Flavoring	Gretchen McMullen Hour	Tuesday, 9:45-10:00 A.M.	2	6/1/39-9/28/39	Snow, Bates & Orme, Springfield
Baker Extract Co., Springfield, Mass.	Extracts; Flavoring	Gretchen McMullen Hour	Thursday, 9:45-10:00 A.M.	2	6/16/39-9/7/39	Snow, Bates & Orme, Springfield
Barron-Gray Packing Co., San Jose, Cal.	Eveready Fruit Cocktail	First National Food News	Tues.-Sat., 9:15-9:30 A.M.	7	13 weeks	Long Adv. Service, San Jose
Barron-Gray Packing Co., San Jose, Cal.	Eveready Fruit Cocktail	First National Food News	Mon.-Sat. 9:15-9:30 A.M.	9	9/25/39-12/30/39	Long Adv. Service, San Jose
Bayuk Cigars, Philadelphia	Phillies Cigars	Inside of Sports	Mon., Wed., Fri., 7:30-7:45 P.M.	4	12/26/38-4/28/39	Ivey & Ellington, Philadelphia
Bayuk Cigars, Philadelphia	Phillies Cigars	Inside of Sports	Mon., Wed., Fri., 7:30-7:45 P.M.	6	5/1/39-6/9/39	Ivey & Ellington, Philadelphia
Bayuk Cigars, Philadelphia	Phillies Cigars	Inside of Sports	Wed., Fri., 7:30-7:45 P.M.	6	6/14/39-6/7/40	Ivey & Ellington, Philadelphia
Bayuk Cigars, Philadelphia	Phillies Cigars	Inside of Sports	Monday, 7:30-7:45 P.M.	5	6/12/39-6/3/40	Ivey & Ellington, Philadelphia
William G. Bell Co., Boston	Bell's Seasoning	First National Food News	Tues.-Sat., 9:15-9:30 A.M.	7	6 weeks	H. B. LeQuatte, N. Y.
Bosco Co., New York	Bosco	Yankee Network News	Wed., Fri., 1:00-1:15 P.M.	17	2/22/39-5/19/39	Kenyon & Eckhardt, N. Y.
Boston Food Products, Boston	Prudence Products	Majorie Mills Hour	Mon., Wed., Thurs., Fri., 1:30-2:00 P.M.	7	6/12/39-12/31/39	Lavin Co., Boston
Boston Molasses Co., Boston	Grandma's Molasses	Gretchen McMullen Hour	Tues., Thurs., 9:00-9:15 A.M.	5	....	Arthur H. Merritt, Boston
John E. Cain Co., Cambridge, Mass.	Cain's Mayonnaise	Majorie Mills Hour	Mon., Wed., Thurs., Fri., 1:30-2:00 P.M.	7	3/13/39-9/8/39	Chambers & Wiswell, Boston
Calo Food Products, Oakland, Cal.	Calo Dog & Cat Food	First National Food News	Tues.-Sat., 9:15-9:30 A.M.	9	9/25/39-12/30/39	Emil Brisacher, San Francisco
Cary Maple Sugar Co., St. Johnsbury, Vt.	Highland Maple Syrup	Majorie Mills Hour	Mon., Wed., Thurs., Fri., 1:30-2:00 P.M.	7	1/1/39-1/13/39	Charles W. Hoyt Co., N. Y.
Chef Boiardi Food Products, Milton, Pa.	Spaghetti & Meat Balls	First National Food News	Tues.-Sat., 9:15-9:30 A.M.	7	39 weeks	Cecil & Presbrey, N. Y.
Chef Boiardi Food Products Co., Milton, Pa.	Spaghetti & Meat Balls	First National Food News	Mon.-Sat., 9:15-9:30 A.M.	9	9/25/39-12/30/39	Cecil & Presbrey, N. Y.
S. C. Clayton, Boston	Za-Rex	First National Food News	Tues.-Sat., 9:15-9:30 A.M.	7	6 weeks	Chambers & Wiswell, Boston
Consolidated Biscuit Co., Louisville	Hampton Crackers	Majorie Mills Hour	Mon., Wed., Thurs., Fri., 1:30-2:00 P.M.	7	1/1/39-11/30/39	Mitchell-Faust Adv. Co., Chicago
Cranberry Canners, S. Hanson, Mass.	Ocen Spray Cranberry Juice	Majorie Mills Hour	Mon., Wed., Thurs., Fri., 1:30-2:00 P.M.	7	4/17/39-12/30/39	Harry M. Frost, Boston
Curtice Brothers Co., Rochester	Blue Label Products	Majorie Mills Hour	Mon., Wed., Thurs., Fri., 1:30-2:00 P.M.	7	1/1/39-12/8/39	N. W. Ayer & Son., Philadelphia
R. B. Davis Co., Hoboken, N. J.	Cocomalt	First National Food News	Tues.-Sat., 9:15-9:30 A.M.	7	26 weeks	J. M. Mathes Co., N. Y.
Deerfoot Farms Co., Southborough Mass.	Sausage & Bacon	Majorie Mills Hour	Mon., Wed., Thurs., Fri., 1:30-2:00 P.M.	7	1/1/39-12/30/39	Badger & Browning, Boston
R. V. Delapenha & Co., New York	Hartley's Marmelade	Gretchen McMullen Hour	Tues., Thurs., 2:30-2:45 P.M.	2	1/3/39-3/16/39	Gotham Adv. Agency, N. Y.
D. L. & W. Coal Co., New York	Blue Coal	The Shadow	Sunday, 4:30-5:00 P.M.	6	9/25/38-3/19/39	Ruthrauff & Ryan, N. Y.
D. L. & W. Coal Co., New York	Blue Coal	The Shadow	Sunday, 4:30-5:00 P.M.	6	9/24/39-3/17/40	Ruthrauff & Ryan, N. Y.
Doyle Packing Co., Newark	Strongheart Dog Food	First National Food News	Tues.-Sat., 9:15-9:30 A.M.	7	26 weeks	Charles Dallas Reach, Newark
Dryden & Palmer, Long Island City	Gravy Master	First National Food News	Tues.-Sat., 9:15-9:30 A.M.	7	35 weeks	Samuel Croot Co., N. Y.
Dryden & Palmer, Long Island City	Gravy Master	Majorie Mills Hour	Mon.-Fri., 1:30-2:00 P.M.	7	12/11/39-12/30/39	Samuel Croot Co., N. Y.
P. Duff & Son, Pittsburgh	Gingerbread Mix	First National Food News	Tues.-Sat., 9:15-9:30 A.M.	7	13 weeks	Direct
Duffy-Mott Co., New York	Sunsweet Prune Juice	First National Food News	Tues.-Sat., 9:15-9:30 A.M.	7	39 weeks	Al Paul Lefton, Philadelphia
Duffy-Mott Co., New York	Sunsweet Prune Juice	First National Food News	Mon -Sat., 9:15-9:30 A.M.	9	9/25/39-12/30/39	Al Paul Lefton, Philadelphia
Durkee-Mower, Co., Lynn, Mass.	Marshmellow Fluff	Gretchen McMullen Hour	Tuesday, 1:30-2:00 P.M.	18	5/9/39-9/5/39	Harry M. Frost, Boston
Durkee-Mower, Co., Lynn, Mass.	Marshmellow Fluff	Gretchen McMullen Hour	Tuesday, 1:30-2:00 P.M.	18	9/12/39-9/26/39	Harry M. Frost, Boston
Durkee-Mower Co., Lynn, Mass.	Marshmellow Fluff	The Flufferettes	Sunday, 6:45-7:00 P.M.	6	10/9/38-4/2/39	Harry M. Frost, Boston
Durkee-Mower Co., Lynn, Mass.	Marshmellow Fluff	The Flufferettes	Sunday, 6:45-7:00 P.M.	6	4/9/39-4/30/39	Harry M. Frost, Boston
Durkee-Mower Co., Lynn, Mass.	Marshmellow Fluff	The Flufferettes	Sunday, 6:45-7:00 P.M.	6	10/8/39-4/28/40	Harry M. Frost, Boston
Ex-Lax Mfg. Co., Brooklyn	Ex-Lax	News Participation	Mon.-Fri., 1:00-1:15 P.M.	19	9/11/39-9/29/39	Joseph Katz Co., N. Y.
Ex-Lax Mfg. Co., Brooklyn	Ex-Lax	News Participation	Tues., Thurs., 11:00-11:15 P.M.	17	6/19/39-9/7/39	Joseph Katz Co., N. Y.
Ex-Lax Mfg. Co., Brooklyn	Ex-Lax	News Participation	Mon., Tues., Thurs., Fri., 11:00-11:15 P.M.	18	9/11/39-9/29/39	Joseph Katz Co., N. Y.
Ex-Lax Mfg. Co., Brooklyn	Ex-Lax	News Participation	Mon., Fri., 8:00-8:15 A.M.	19	6/18/39-9/8/39	Joseph Katz Co., N. Y.
Ex-Lax Mfg. Co., Brooklyn	Ex-Lax	News Participation	Sunday, 1:30-1:45 P.M.	19	6/18/39-9/10/39	Joseph Katz Co., N. Y.
Ex-Lax Mfg. Co., Brooklyn	Ex-Lax	News Participation	Sunday, 1:30-1:45 P.M.	19	9/10/39-9/24/39	Joseph Katz Co., N. Y.
Ex-Lax Mfg. Co., Brooklyn	Ex-Lax	News Participation	Mon.-Fri., 1:00-1:15 P.M.	19	6/19/39-9/11/39	Joseph Katz Co., N. Y.
Ex-Lax Mfg. Co., Brooklyn	Ex-Lax	News Participation	Tues., Fri., 11:00-11:15 P.M.	16	1/3/39-6/15/39	Joseph Katz Co., N. Y.

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Sponsor	Product	Program	Time	No. of Stations	Duration of Contract	Agency & City
Ex-Lax Mfg. Co., Brooklyn	Ex-Lax	News Participation	Sunday, 1:30-1:45 P.M.	17	1/1/39-6/11/39	Joseph Katz Co., N. Y.
Ex-Lax Mfg. Co., Brooklyn	Ex-Lax	News Participation	Mon., Fri., 8:00-8:15 A.M.	18	1/2/39-6/16/39	Joseph Katz Co., N. Y.
Ex-Lax Mfg. Co., Brooklyn	Ex-Lax	News Participation	Mon.-Fri., 1:00-1:15 P.M.	17	2/13/39-6/16/39	Joseph Katz Co., N. Y.
Ex-Lax Mfg. Co., Brooklyn	Ex-Lax	News Participation	Mon.-Fri., 1:00-1:15 P.M.	16	1/2/39-2/10/39	Joseph Katz Co., N. Y.
Ex-Lax Mfg. Co., Brooklyn	Ex-Lax	News Participation	Daily, 11:00-11:15 P.M.	18	10/1/39-12/31/39	Joseph Katz Co., N. Y.
Flako Products Corp., New Brunswick, N. J.	Flako Corn Muffin Mix	First National Food News	Mon.-Sat., 9:15-9:30 A.M.	9	9/25/39-12/30/39	H. B. LeQuatte, N. Y.
Flako Products Corp., New Brunswick, N. J.	Flako Corn Muffin Mix	First National Food News	Tues.-Sat., 9:15-9:30 A.M.	7	26 weeks	H. B. LeQuatte, N. Y.
J. B. Ford Co., Wyandotte, Mich.	Chemicals	Majorie Mills Hour	Mon., Wed., Thurs., Fri., 1:30-2:00 P.M.	7	1/1/39-3/17/39	N. W. Ayer & Son, Philadelphia
Franciscan Fathers, New York	Religion	Ave Maria Hour	Sunday, 12:00-12:30 P.M.	12	4/30/39-7/9/39	Donald Peterson, N. Y.
Franciscan Fathers, New York	Religion	Ave Maria Hour	Sunday, 12:00-12:30 P.M.	12	7/16/39-7/30/39	Donald Peterson, N. Y.
Franciscan Fathers, New York	Religion	Ave Maria Hour	Sunday, 12:00-12:30 P.M.	11	8/6/39-10/22/39	Donald Peterson, N. Y.
Franciscan Fathers, New York	Religion	Ave Maria Hour	Sunday, 2:00-2:30 P.M.	4	10/29/39-4/21/40	Donald Peterson, N. Y.
Friend Brothers, Boston	Food	Majorie Mills Hour	Mon., Wed., Thurs., Fri., 1:30-2:00 P.M.	7	1/1/39-12/30/39	Ingalls-Miniter Co., Boston
Gillete Safety Razor Co., Boston	Razor Blades	News Participation	Mon., Wed., Fri., 6:00-6:15 P.M.	17	1/2/39-3/31/39	Maxon Inc., N. Y.
Gillette Safety Razor Co., Boston	Razor Blades	News Participation	Mon., Wed., Fri., 6:00-6:15 P.M.	17	3/3/39-6/30/39	Maxon Inc., N. Y.
Gillette Safety Razor Co., Boston	Razor Blades	News Participation	Mon., Wed., Fri., 6:00-6:15 P.M.	18	7/3/39-9/29/39	Maxon Inc., N. Y.
Gillette Safety Razor Co., Boston	Razor Blades	News Participation	Mon., Wed., Fri., 6:00-6:15 P.M.	18	10/2/39-12/29/39	Maxon Inc., N. Y.
Good Luck Food Co., Rochester	Good Luck Desserts	Majorie Mills Hour	Mon., Wed., Thurs., Fri., 1:30-2:00 P.M.	7	1/1/39-6/18/39	Hughes, Wolff & Co., Rochester
Gorton-Pew Fisheries, Gloucester, Mass.	Codfish Cakes	First National Food News	Tues.-Sat., 9:15-9:30 A.M.	7	13 weeks	H. B. LeQuatte, N. Y.
Gorton-Pew Fisheries, Gloucester, Mass.	Codfish Cakes	First National Food News	Mon.-Sat., 9:15-9:30 A.M.	9	9/25/39-12/30/39	H. B. LeQuatte, N. Y.
Grocery Store Products, New York	Jacob's Mushrooms	First National Food News	Tues.-Sat., 9:15-9:30 A.M.	7	39 weeks	McCann-Erickson, N. Y.
Gulf Oil Corp., Pittsburgh	Gulf Spray	Majorie Mills Hour	Mon., Wed., Thurs., Fri., 1:30-2:00 P.M.	7	4/15/39-9/1/39	Young & Rubicam, N. Y.
H. J. Heinz Co., Pittsburgh	Chicken Noodle Soup	The Singing Lady	Mon.-Fri., 5:15-5:30 P.M.	9	5/1/39-6/5/39	Maxon Inc., N. Y.
H. J. Heinz Co., Pittsburgh	Chicken Noodle Soup	The Singing Lady	Mon.-Fri., 5:15-5:30 P.M.	10	6/5/39-7/28/39	Maxon Inc., N. Y.
Habitant Soup Co., Manchester, N. H.	Pea Soup	First National Food News	Tues.-Sat., 9:15-9:30 A.M.	7	34 weeks	H. B. LeQuatte, N. Y.
Habitant Soup Co., Manehester, N. H.	Pea Soup	First National Food News	Mon.-Sat., 9:15-9:30 A.M.	9	9/25/39-12/30/39	H. B. LeQuatte, N. Y.
Chris, Hansen's Laboratories, Little Falls, N. Y.	Junket	First National Food News	Mon.-Sat., 9:15-9:30 A.M.	9	9/25/39-12/30/39	Mitchell-Faust Adv. Co., Chicago
Chris. Hansen's Laboratories, Little Falls N. Y.	Rennet Powder	First National Food News	Mon.-Sat., 9:15-9:30 A.M.	9	9/25/39-12/30/39	Mitchell-Faust Adv. Co., Chicago
Chris. Hansen's Laboratories, Little Falls, N. Y.	Junket	First National Food News	Tues.-Sat., 9:15-9:30 A.M.	7	39 weeks	Mitchell-Faust Adv. Co., Chicago
James Hanley Co., Providence, R. I.	Hanley's Ale	Football Roundup	Mon., Wed., Fri., 6:15-6:30 P.M.	8	10/2/39-12/1/39	Harold Cabot & Co., Boston
Hecker Products Corp, New York	Presto Cake Flour	Majorie Mills Hour	Mon., Wed., Thurs., Fri., 1:30-2:00 P.M.	7	1/1/39-12/30/39	Erwin, Wasey & Co., N. Y.
Hecker Products Corp., New York	H-O Oats	First National Food News	Mon.-Sat., 9:15-9:30 A.M.	9	9/25/39-12/30/39	Erwin Wasey & Co., N. Y.
Hecker Products Corp., New York	Presto Cake Flour	First National Food News	Mon.-Sat., 9:15-9:30 A.M.	9	9/25/39-12/30/39	Erwin Wasey & Co., N. Y.
Hecker Products Corp., New York	Presto Cake Flour	First National Food News	Tues.-Sat., 9:15-9:30 A.M.	7	13 weeks	Erwin Wasey & Co., N. Y.
George A. Hormel Co., Austin, Minn.	Spam	First National Food News	Tues.-Sat., 9:15-9:30 A.M.	7	13 weeks	BBDO, N. Y.
M. A. King Co., Somerville, Mass.	Statler Towel	First National Food News	Tues.-Sat., 9:15-9:30 A.M.	7	13 weeks	Chambers & Wiswell, Boston
Knox Gelatine Co., Johnstown, N. Y.	Knox Gelatine	Majorie Mills Hour	Mon., Wed., Thurs., Fri., 1:30-2:00 P.M.	7	1/16/39-6/23/39	Kenyon & Eckhardt, N. Y.
Lamont, Corliss & Co., New York	Nestle's Chocolate	Majorie Mills Hour	Mon., Wed., Thurs., Fri., 1:30-2:00 P.M.	7	1/1/39-3/31/39	Lennen & Mitchell, N. Y.
Lamont, Corliss & Co., New York	Nestle's Chocolate	First National Food News	Mon.-Sat., 9:15-9:30 A.M.	9	9/25/39-12/30/39	Lennen & Mitchell, N. Y.
LaTouraine Coffee Co., Boston	LaTouraine Coffee	Majorie Mills Hour	Mon., Wed., Thurs., Fri., 1:30-2:00 P.M.	7	1/2/39-3/31/39	Ingalls-Miniter, Boston
Land O'Lakes Creameries, Minneapolis	Land O'Lakes Butter	Majorie Mills Hour	Mon., Wed., Thurs., Fri., 1:30-2:00 P.M.	7	5/1/39-12/30/39	Campbell-Mithun Minneapolis
Land O'Lakes Creameries, Minneapolis	Land O'Lakes Butter	First National Food News	Tues.-Sat., 9:15-9:30 A.M.	7	3/13/39-6/30/39	Campbell-Mithun Minneapolis
Liberty Cherry & Fruit Co., Covington, Ky.	Liberty Cherries	First National Food News	Tues.-Sat., 9:15-9:30 A.M.	7	12 weeks	Jesse M. Joseph Adv. Agency, Cincinnati
Lindsay Ripe Olives Co., Lindsay, Cal.	Olives	First National Food News	Tues.-Sat., 9:15-9:30 A.M.	7	39 weeks	Lord & Thomas, San Francisco
Look Inc., Des Moines	Magazine	News Participation	Tues., Wed., Thurs., 11:00-11:15 P.M.	16	4/18/39-4/20/39	Fairall Agency, Des Moines

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Look Inc., Des Moines	Magazine	News Participation	Wed., Thurs., Fri., 11:00-11:15 P.M.	16	4/26/39-4/28/39	Fairall Agency, Des Moines
Look Inc., Des Moines	Magazine	News Participation	Tues., Wed., Thurs., 11:00-11:15 P.M.	17	5/9/39-7/21/39	Fairall Agency, Des Moines
Loose Wiles Biscuit Co., Long Island City	Krispy Krackers	Sunshine News Reporter	Tues., Thurs., 7:30-7:45 P.M.	10	1/3/39-3/30/39	Newell-Emmett Co., N. Y.
Loose Wiles Biscuit Co., Long Island City	Krispy Krackers	Sunshine News Reporter	Tues., Thurs., 7:30-7:45 P.M.	10	4/4/39-6/29/39	Newell-Emmett Co., N. Y.
Loose Wiles Biscuit Co., Long Island City	Krispy Krackers	Sunshine News Reporter	Tues., Thurs., 7:30-7:45 P.M.	10	7/4/39-9/12/39	Newell-Emmett Co., N. Y.
Loose Wiles Biscuit Co., Long Island City	Krispy Krackers	Sunshine News Reporter	Tues., Thurs., 7:30-7:45 P.M.	10	9/14/39-9/28/39	Newell-Emmett Co., N. Y.
Loose Wiles Biscuit Co., Brooklyn	Krispy Crackers	Sunshine News Reporter	Tues., Thurs., 7:30-7:45 P.M.	10	10/3/39-12/26/39	Newell-Emmett Co., N. Y.
P. Lorillard Co., New York	Sensation Cigarettes	Don't You Believe It	Tuesday, 7:45-8:00 P.M.	3	7/26/38-4/18/39	Lennen & Mitchell, N. Y.
P. Lorillard Co., New York	Sensation Cigarettes	Don't You Believe It	Thursday, 7:45-8:00 P.M.	11	7/28/38-4/20/39	Lennen & Mitchell, N. Y.
Maine Development Commission, Portland	Maine Potatoes	Girl From Maine	Tues., Thurs., 2:45-3:00 P.M.	5	10/11/38-1/5/39	Broadcast Adv., N. Y.
Manhattan Soap Co., New York	Sweetheart Soap	Melody Sweetheart	Tues., Thurs., 1:15-1:30 P.M.	4	1/17/39-5/4/39	Peck Adv. Agency, N. Y.
Manhattan Soap Co., New York	Sweetheart Soap	Melody Sweetheart	Tues., Thurs., 1:15-1:30 P.M.	5	5/9/39-7/13/39	Peck Adv. Agency, N. Y.
Megowen Educator Food Co., Lowell, Mass.	Educator Crax	First National Food News	Tues.-Sat., 9:15-9:30 A.M.	7	26 weeks	Badger & Browning, N. Y.
Megowen Educator Food Co., Lowell, Mass.	Educator Crax	First National Food News	Mon.-Sat., 9:15-9:30 A.M.	9	9/25/39-12/30/39	Badger & Browning, N. Y.
Megowen Educator Food Co., Lowell, Mass.	Educator Crax	Gretchen McMullen Hour	Tues., Thurs., 9:00-9:15 A.M.	5	10/3/39-12/28/39	Badger & Browning, N. Y.
Melville Shoe Corp., New York	Thom McAn Shoes	Fred Lang Views the News	Mon.-Sat., 7:15-7:30 A.M.	2	9/6/38-9/4/39	Neff-Rogow, N. Y.
Melville Shoe Corp., New York	Thom McAn Shoes	Fred Lang Views the News	Mon.-Sat., 7:15-7:30 A.M.	2	9/5/39-9/2/40	Neff-Rogow, N. Y.
Joseph Middleby, Jr., Inc., Boston	Midco	Majorie Mills Hour	Mon., Wed., Thurs., Fri., 1:30-2:00 P.M.	7	4/3/39-7/28/39	Doremus & Co., Boston
John Morrell & Co., Ottumwa, Ia.	E-Z Cut Ham	Gretchen McMullen Hour	Thursday, 9:45-10:00 A.M.	2	8/3/39-9/28/39	Henri, Hurst & MacDonald, Chicago
John Morrell & Co., Ottumwa, Ia.	E-Z Cut Ham	Gretchen McMullen Hour	Thursday, 9:45-10:00 A.M.	2	2/21/39-7/27/39	Henri, Hurst & MacDonald, Chicago
John Morrell & Co., Ottumwa, Ia.	E-Z Cut Ham	Gretchen McMullen Hour	Thursday, 9:30-9:45 A.M.	17	2/23/39-7/27/39	Henri, Hurst & MacDonald, Chicago
John Morrell & Co., Ottumwa, Ia.	E-Z Cut Ham	Gretchen McMullen Hour	Tuesday, 1:30-2:00 P.M.	18	8/1/39-9/28/39	Henri, Hurst & MacDonald, Chicago
Narragansett Brewing Co., Cranston, R. I.	Narragansett Ale	News Participation	Tues., Thurs., Sat., 6:00-6:15 P.M.	18	1/3/39-4/1/39	Arthur Braitsch, Providence
Narragansett Brewing Co., Cranston, R. I.	Narragansett Ale	News Participation	Tues., Thurs., Sat., 6:00-6:15 P.M.	18	4/4/39-5/30/39	Arthur Braitsch, Providence
Narragansett Brewing Co., Cranston, R. I.	Narragansett Ale	News Participation	Tues., Thurs., Sat., 6:00-6:15 P.M.	18	6/1/39-8/29/39	Arthur Braitsch, Providence
Narragansett Brewing Co., Cranston, R. I.	Narragansett Ale	News Participation	Tues., Thurs., Sat., 6:00-6:15 P.M.	18	8/31/39-8/27/40	Arthur Braitsch, Providence
New England Pretzel Co., Boston	O-Ke-Doke Pop Corn	Majorie Mills Hour	Mon., Wed., Thurs., Fri., 1:30-2:00 P.M.	7	1/1/39-8/11/39	J. Walter Thompson Co., N. Y.
Oakite Products Co., New York	Oakite Sudless Cleanser	First National Food News	Tues.-Sat., 9:15-9:30 A.M.	7	26 weeks	Calkins & Holden, N. Y.
Oakite Products Co., New York	Oakite Sudless Cleanser	First National Food News	Mon.-Sat., 9:15-9:30 A.M.	9	9/25/39-12/30/39	Calkins & Holden, N. Y.
Olney & Carpenter Co., Wolcott, N. Y.	O & C Potato Sticks	Majorie Mills Hour	Mon., Wed., Thurs., Fri., 1:30-2:00 P.M.	7	1/1/39-6/23/39	Fuller, Smith & Ross, Cleveland
Penick & Ford, New York	Brer Rabbit Molasses	Majorie Mills Hour	Mon., Wed., Thurs., Fri., 1:30-2:00 P.M.	7	1/1/39-3/10/39	J. Walter Thompson Co., N. Y.
Penick & Ford, New York	My-T-Fine Desserts	News Participation	Mon.-Sat., 8:00-8:15 A.M.	19	9/11/39-12/9/39	J. Walter Thompson Co., N. Y.
Penick & Ford, New York	Vermont Maid Maple Syrup	First National Food News	Tues.-Sat., 9:15-9:30 A.M.	7	26 weeks	J. Walter Thompson Co., N. Y.
Puritan Sales Corp., Portland, Me.	Puritan Pop Corn	First National Food News	Tues.-Sat., 9:15-9:30 A.M.	7	7 weeks	L. K. Korn, Portland, Me.
Reliable Flour Co., Boston	Flour	Gretchen McMullen Hour	Thursday, 9:30-9:45 A.M.	16	2/16/39-5/4/39	Bennett, Walther & Menadier, Boston
Reliable Flour Co., Boston	Flour	Gretchen McMullen Hour	Tuesday, 1:30-2:00 P.M.	18	8/22/39-9/26/39	Bennett, Walther & Menadier, Boston
Reliable Flour Co., Boston	Flour	Gretchen McMullen Hour	Tuesday, 1:30-2:00 P.M.	18	5/9/39-8/8/39	Bennett, Walther & Menadier, Boston
Reliable Flour Co., Boston	Flour	Gretchen McMullen Hour	Tues., Thurs., 9:00-9:15 A.M.	5	10/3/39-12/30/39	Bennett, Walther & Menadier, Boston
R. J. Reynolds Tobacco Co., Winston-Salem, N. C.	Prince Albert Tobacco	Football Roundup	Tues., Thurs., Sat., 6:15-6:30 P.M.	18	10/7/39-1/3/40	Wm. Esty & Co., N. Y.
Thomas D. Richardson Co., Philadelphia	Candy	Majorie Mills Hour	Mon., Wed., Thurs., Fri., 1:30-2:00 P.M.	7	1/1/39-12/31/39	N. W. Ayer & Son, N. Y.
Richardson & Robbins, Dover, Del.	R & R Chicken	First National Food News	Tues.-Sat., 9:15-9:30 A.M.	7	39 weeks	Charles F. Hoyt Co., N. Y.
Richardson & Robbins, Dover, Del.	R & R Plum Pudding	First National Food News	Mon.-Sat., 9:15-9:30 A.M.	9	9/25/39-12/30/39	Charles F. Hoyt Co., N. Y.
Richfield Oil Corp., New York	Gas & Oil	News Participation	Mon.-Fri., 8:00-8:15 A.M.	19	10/23/39-3/8/40	Sherman K. Ellis, N. Y.
Richfield Oil Corp., New York	Gas & Oil	News Participation	Mon.-Fri., 11:00-11:15 A.M.	18	10/23/39-3/8/40	Sherman K. Ellis, N. Y.
Rival Packing Co., Chicago	Rival Dog Food	Majorie Mills Hour	Mon., Wed., Thurs., Fri., 1:30-2:00 P.M.	7	5/15/39-12/31/39	Chas. Silver & Co., Chicago
Santa Clara Packing Co.	Glorietta Peaches	First National Food News	Tues.-Sat., 9:15-9:30 A.M.	7	39 weeks	Direct

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Santa Clara Packing Co.	Glorietta Peaches	First National Food News	Mon.-Sat., 9:15-9:30 A.M.	9	9/25/39-12/30/39	Direct
Scott Paper Co., Chester, Pa.	Scott Towels	Majorie Mills Hour	Mon., Wed., Thurs., Fri., 1:30-2:00 P.M.	7	3/13/39-6/9/39	J. Walter Thompson Co., N. Y.
Smith Bros. Co., Poughkeepsie, N. Y.	Cough Drops	News Participation	Tues., Wed., Thurs., 8:00-8:15 A.M.	17	11/15/38-3/23/39	J. D. Tarcher, N. Y.
Smith Bros. Co., Poughkeepsie, N. Y.	Cough Drops	News Participation	Sun., Mon., Wed., Fri., 6:00-6:15 P.M.	17	11/14/38-3/26/39	J. D. Tarcher, N. Y.
Smith Bros. Co., Poughkeepsie, N. Y.	Cough Drops	News Participation	Mon.-Sat., 8:00-8:15 A.M.	19	11/13/39-3/18/40	J. D. Tarcher, N. Y.
Smith Bros. Co., Poughkeepsie, N. Y.	Cough Drops	News Participation	Sunday, 6:30-6:45 P.M.	19	11/12/39-3/17/40	J. D. Tarcher, N. Y.
Smith Bros. Co., Poughkeepsie, N. Y.	Cough Drops	News Participation	Sunday, 2:00-2:15 P.M.	18	11/12/39-3/17/40	J. D. Tarcher, N. Y.
Smith Bros. Co., Poughkeepsie, N. Y.	Cough Drops	News Participation	Mon., Wed., Fri., 11:00-11:15 P.M.	18	11/13/39-3/22/40	J. D. Tarcher, N. Y.
Socony Vacuum Oil Co., New York	Mobilgas & Oil	Names in the News	Mon., Wed., Fri., 7:45-8:00 P.M.	5	4/10/39-4/28/39	J. Sterling Getchell, N. Y.
Socony Vacuum Oil Co., New York	Mobilgas & Oil	Names in the News	Mon., Wed., Fri., 7:45-8:00 P.M.	6	5/1/39-4/5/40	J. Sterling Getchell, N. Y.
State of Maine Com., Portland	Maine Potatoes	Majorie Mills Hour	Mon., Wed., Thurs., Fri., 1:30-2:00 P.M.	7	11/6/39-12/31/39	Brooke, Smith, French & Dorrance, N. Y.
W. F. Straub & Co., Chicago	Lake Shore Honey	First National Food News	Tues.-Sat., 9:15-9:30 A.M.	7	26 weeks	Mitchell-Faust Adv. Co., Chicago
W. F. Straub & Co., Chicago	Lake Shore Honey	First National Food News	Mon.-Sat., 9:15-9:30 A.M.	9	9/25/39-12/30/39	Mitchell-Faust Adv. Co., Chicago
Swift & Co., Chicago	Allsweet Margarine	Majorie Mills Hour	Mon., Wed., Thurs., Fri., 1:30-2:00 P.M.	7	1/1/39-1/11/39	J. Walter Thompson Co., N. Y.
Joseph Tetley & Co., New York	Tetley Tea	Majorie Mills Hour	Mon., Wed., Thurs., Fri., 1:30-2:00 P.M.	7	1/1/39-12/30/39	Blackett-Sample-Hummert, N. Y.
Tidewater Assoc. Oil Co., New York	Tydol-Veedol	News Participation	Mon.-Sat., 6:00-6:15 P.M.	18	12/5/38-12/2/39	Lennen & Mitchell, N. Y.
Time Inc., New York	Life Magazine	News Participation	Fri., Sat., 8:00-8:15 A.M.	18	9/1/39-9/2/39	BBDO, N. Y.
Tree Sweet Products Co., Los Angeles	Orange Juice	First National Food News	Tues.-Sat., 9:15-9:30 A.M.	7	13 weeks	Raymond R. Morgan Co., Hollywood
Wm. Underwood Co., Watertown, Mass.	Clam Chowder Deviled Ham	First National Food News	Tues.-Sat., 9:15-9:30 A.M.	7	32 weeks	BBDO, N. Y.
Wm. Underwood Co., Watertown, Mass	Clam Chowder Deviled Ham	First National Food News	Mon.-Sat., 9:15-9:30 A.M.	9	9/25/39-12/30/39	BBDO, N. Y.
United Fruit Co., New York	Bananas	First National Food News	Tues.-Sat., 9:15-9:30 A.M.	7	24 weeks	BBDO, N. Y.
Van Camps Sea Foods Co., Terminal Island, Cal.	Tuna Fish	First National Food News	Tues.-Sat., 9:15-9:30 A.M.	7	13 weeks	Emil Brisacher & Staff, San Francisco
Pepsine Seltzer Corp., Boston	Pepsine Seltzer	News Participation	Monday, 11:00-11:15 P.M.	18	9/11/39-10/16/39	James Way, Boston
Waitt & Bond, Newark	Cigars	News Participation	Daily, 6:00-6:15 P.M.	18	4/4/39-12/23/39	BBDO, N. Y.
Welch Grape Juice Co., Westfield, N. Y.	Grape Juice	Majorie Mills Hour	Mon., Wed., Thurs., Fri., 1:30-2:00 P.M.	7	1/1/39-12/30/39	H. W. Kastor & Sons, Chicago
Westinghouse E. & M. Co., Cleveland	Mazda Lamps	First National Food News	Tues.-Sat., 9:15-9:30 A.M.	7	13 weeks	Fuller & Smith & Ross, N. Y.
Wheatena Corp., Rahway, N. J.	Wheatena	Majorie Mills Hour	Mon., Wed., Thurs., Fri., 1:30-2:00 P.M.	7	1/1/39-12/30/39	Compton Adv., N. Y.
Whipple Co., Natick, Mass.	Mince Meat	First National Food News	Tues.-Sat., 9:15-9:30 A.M.	7	6 weeks	Direct
Whiting Milk Co., Charlestown, Mass.	Milk	Majorie Mills Hour	Mon., Wed., Thurs., Fri., 1:30-2:00 P.M.	7	1/1/39-12/30/39	Ingalls-Miniter, N. Y.
Wilberts Products Co., New York	Floor Wax; Shoe Polish	First National Food News	Tues.-Sat., 9:15-9:30 A.M.	7	13 weeks	W. I. Tracy, N. Y.
Zonite Products Co., New York	Forhan's Tooth Paste	Majorie Mills Hour	Mon., Wed., Thurs., Fri., 1:30-2:00 P.M.	7	1/30/39-4/28/39	Cowan & Dengler, N. Y.
Good Luck Food Co., Rochester	Good Luck Desserts	Majorie Mills Hour	Mon., Wed., Thurs., Fri., 1:30-2:00 P.M.	7	9/18/39-12/22/39	Hughes Wolff & Co., Rochester
Penick & Ford, New York	Brer Rabbit Molasses	Majorie Mills Hour	Mon., Wed., Thurs., Fri., 1:30-2:00 P.M.	7	9/11/39-12/31/39	J. Walter Thompson Co., N. Y.
Scott Paper Co., Chester, Pa.	Scot Towels	Majorie Mills Hour	Mon., Wed., Thurs., Fri., 1:30-2:00 P.M.	7	9/18/39-12/22/39	J. Walter Thompson Co., N. Y.
J. B. Ford Co., Wyandotte, Mich.	Wyandotte	Majorie Mills Hour	Mon., Wed., Thurs., Fri., 1:30-2:00 P.M.	7	9/11/39-12/12/39	N. W. Ayer & Son, Philadelphia
C. B. Knox Gelatine Co., Johnstown, N. Y.	Gelatine	Majorie Mills Hour	Mon., Wed., Thurs., Fri., 1:30-2:00 P.M.	7	9/18/39-12/22/39	Kenyon & Eckhardt, N. Y.
Lamont Corliss & Co., New York	Nestle's Chocolate	Majorie Mills Hour	Mon., Wed., Thurs., Fri., 1:30-2:00 P.M.	7	9/15/39-12/15/39	Lennen & Mitchell, N. Y.

Advertisers Using the Alabama Network During 1939

Sponsor	Product	Program	Time	No. of Stations	Duration of Contract	Agency & City
Chattanooga Medicine Co., Chattanooga	Black Draught	....	Spots	4	26 weeks	Nelson Chesman Co., Chattanooga
Chilean Nitrate Sales Corp., New York	Fertilizer	....	30 minutes	4	22 times	O'Dea, Sheldon & Cannaday, N. Y.
White Labs., New York	Feenamint	....	Spots	5	13 weeks	Wm. Esty & Co., N. Y.
Hemphill Diesel Schools, Chicago	Schooling for Diesel Engineering	....	5 minutes	3	2 times order August 21 & 28	Critchfield & Co., Chicago
Lutheran Laymen's League, St. Louis	Religious	....	30 minutes	5	26 weeks	Kelly, Stuhlman & Zahrndt, St. Louis

Advertisers Using the Colonial Network During 1939

Sponsor	Product	Program	Time	No of Stations	Duration of Contract	Agency & City
Modern Packing Co., New York	Balbo	On Wings of Melody	1:00-1:30 P.M.	2	1/1/39-7/9/39	Commercial Radio Service, N. Y.
Father George, Boston	Religious	Rosary Hour	5:00-6:00 P.M.	5	1/1/39-4/30/39	Direct
H. J. Heinz Co., Pittsburgh	Pickles	Ireene Wicker	5:15-5:30 P.M.	15	9/4/39-12/1/39	Maxon Inc., N. Y.
Lutheran Laymen's League, St. Louis	....	Religious	1:30-2:00 P.M.	4	1/1/39-4/23/39	Kelly, Stuhlman & Zahrndt, St. Louis
V. LaRosa, Brooklyn	Macaroni	Italian Melodies	12:30-1:00 P.M.	3	1/1/39-12/31/39	Commercial Radio Service, N. Y.
Franciscan Friars, New York	Religious	Religious	2:00-2:30 P.M.	4	1/1/39-12/31/39	Donald Peterson, N. Y.
Weco Products Co., Chicago	Dr. West	Lone Ranger Green Hornet	7:30-8:00 P.M.	2	1/2/39-4/6/39	Franklin Bruck Adv. Corp., N. Y.
Wheatena Co., Ralway, N. J.	Cereal	Ford Rush	5:45-6:00 P.M.	5	1/4/39-3/20/39	C. M. Rohrabaugh Co., Philadelphia
Father Coughlin, Royal Oak, Mich.	Religious	Religious	4:00-5:00 P.M.	16	1/1/39-10/29/39	Aircasters Inc., Detroit
Atlantic Refining Co., Philadelphia	Gasoline	Baseball	During Games	12	4/15-9/28/39	N. W. Ayer & Son, N. Y.
Lydia Pinkham Medicine Co., Lynn, Mass.	Medicine	Voice of Experience	1:15-1:30 P.M.	4	1/1/39-10/20/39	Erwin Wasey & Co., N. Y.
Aurora Labs., Chicago	Clear Again	Hollywood News Girl	1:15-1:30 P.M.	5	1/9/39-2/17/39	Erwin Wasey & Co., N. Y.
General Baking Co., New York	Bread	Lone Ranger	7:30-8:00 P.M.	6	2/13/39-12/31/39	BBDO, N. Y.
Gillette Safety Razor Co., Boston	Razors	Baseball—World Series	....	18	10/4/39-10/8/39	Maxon Inc., N. Y.
Gospel Broadcasting Ass'n, Los Angeles	Religious	Religious	9:00-10:00 P.M.	11	1/1/39-12/24/39	R. H. Alber Co., Los Angeles
Hotel Roosevelt, New York	Hotel	Come to the Fair	1:15-1:30 P.M.	2	6/29/39-7/24/39	M. H. Hackett, N. Y.
Ironized Yeast Co., Atlanta	Yeast	Court of Human Relations	10:00-11:00 P.M.	5	1/1/39-12/31/39	Ruthrauff & Ryan, N. Y.
Lutheran Laymen's League, St. Louis	Religious	Religious	1:30-2:00 P.M.	4	10/29/39-12/31/39	Kelly, Stuhlman & Zahrndt, St. Louis
20th Century Fox, New York	Motion Pictures	Drama	10:00-10:30 P.M.	7	May 30th, 1939	Kayton-Spiero, N. Y.
Brown & Williamson Tobacco Co., Louisville	Cigarettes	Announcements	After Baseball	18	4/15/39-9/28/39	Russell M. Seeds Co., Chicago
Miles Labs., Elkhart, Ind.	Alka-Seltzer	Vass Family	7:55-8:00 A.M.	7	1/1/39-11/27/39	Wade Adv. Agency, Chicago
Larus Brothers, Richmond	Edgeworth Tobacco	Hockey Games	9:45-11:00 P.M.	10	1/1/39-4/16/39	Warwick & Legler, N. Y.
Larus Brothers, Richmond	Edgeworth Tobacco	Hockey Games	9:45-11:00 P.M.	9	11/14/39-12/31/39	Warwick & Legler, N. Y.

Advertisers Using the Arizona Network During 1939

Sponsor	Product	Program	Time	No of Stations	Duration of Contract	Agency & City
Miles Labs., Elkhart, Ind.	Alka-Seltzer	Alka-Seltzer News	Mon.-Sat., 6:30-6:45 P.M.	3	12/15/38 for 52 consecutive weeks	Wade Adv. Agency, Chicago
Borden Co., New York	Dairy Products	Borden's News	Mon.-Sat., 8:00 A.M.; 12:30 & 4:00 P.M.	2	1/39-12/39	McCann-Erickson, San Francisco
Bulova Watch Co., New York	Watches	Time Signals	Sun., 8:00 P.M.; Mon., 9:00 P.M.; Tues., 8:30 P.M.; Wed., 7:30 P.M.; Thurs., 8:00 P.M.; Fri., 10:00 P.M.; Sat., 8:45 P.M.	3	1/39-12/39	Biow Co., N. Y.
Comet Rice Mills, Beaumont, Tex.	Comet Rice	Transcribed Music	Tues., Thurs., 10:00-10:15 A.M.	2	1/17/39-4/13/39	Freitag Adv., Agency, Atlanta
Dr. Pepper Bottling Co., Dallas	Dr. Pepper	The Kidoodlers	Saturday, 8:45 P.M.	2	3/18/39-3/18/40	Tracy-Locke-Dawson, Dallas
White Labs., Newark	Feen-A-Mint	Announcements	Mon., Wed., Fri., 10:15 A.M.	3	6/39-6/40	William Esty & Co., N. Y.
Maytag Co., Newton, Ia.	Washers, Ironers	Announcements	Monday, 10:15 A.M. Tuesday, 10:45 A.M. Wednesday, 10:00 A.M.	3	2/39-10/10/39	McCann-Erickson, Chicago
Pacific Greyhound Lines, San Francisco	Bus Lines	Romance of Highways	Sunday, 11:15-11:30	3	9/39-8/40	Beaumont & Hohman San Francisco
Procter & Gamble Co., Cincinnati	Oxydol Dreft	Ma Perkins Kitty Keene	Mon.-Fri., 9:45-10:00 A.M. Mon.-Fri., 10:30-10:45 A.M.	3	1/39-12/39 1/39-12/39	Blackett-Sample-Hummert, N. Y.
Procter & Gamble Co., Cincinnati	Ivory Soap	Your Gospel Singer	Mon., Wed., Fri., 10:45-11:00 A.M.	3	1/39-1/40	Compton Adv., N. Y.
Procter & Gamble Co., Cincinnati	Crisco	Vic & Sade	Mon., Wed., Fri., 10:00-10:15 A.M.	3	8/38-8/39	Compton Adv., N. Y.
Ralston-Purina Co., St. Louis	Purina	Checkerboard Time	Mon., Wed., Fri., 12:15-12:30	3	9/4/39-5/31/40	Gardner Adv. Co., St. Louis
Richfield Oil Corp., New York	Oil, Gas	Richfield Reporter	9:00-9:15 P.M.	3	3/39-3/40	Hixson-O'Donnell, Los Angeles
Sperry Flour Co., San Francisco	Sperry Flour	Roses in Snow	10:45 A.M. 12:45 P.M.	3	5/12/39 2 announcements (1 day only)	Westco Adv. Agency, San Francisco
Tidewater Associated Oil Co., San Francisco	Motor Oils & Greases	Announcements	7:00 P.M. 7:45 P.M.	3	1/39-3/39	Lord & Thomas, Chicago
Los Angeles Soap Co., Los Angeles	White King Soap	Announcements	Mon., Wed., Fri., 9:00 A.M. Tues., Thurs., 9:15 A.M.	3	10/2/39-12/29/39	Raymond R. Morgan Co., Hollywood

Advertisers Using Michigan Radio Network During 1939

Sponsor	Product	Program	Time	No. of Stations	Duration of Contract	Agency & City
American Telephone & Telegraph Co., Detroit	Telephone Service	Here's Your Party	6:30-6:45 P.M.	8	26 weeks	N. W. Ayer & Son, N. Y.
Auto Club of Michigan, Detroit	Auto Club Service	Football Scores	After Games	7	Sept. 30-Nov. 25	Stockwell & Marcus, Detroit
Brown & Williamson Tobacco Co., Louisville	Avalon Cigarettes	Twilight Trails	Monday, 8:30-8:45 P.M.; Wednesdays, 8:00-8:15 P.M.	8	39 weeks	Russell M. Seeds Co., Chicago
CIO, Detroit	Labor Talk	Talk	....	8	....	....
Detroit Lutheran Church, Detroit	Religious Program	Lutheran Hour	Sunday, 4:30-5:00 P.M.	8	Indefinite	....
Ekhardt-Becker Brewing Co., Detroit	Beer	Sports Review	Tues., Thurs., Sun., 5:45-6:00 P.M.	8	26 weeks	Brindley-Roth, Detroit
Ford Motor Co., Detroit	Autos	Farm Market Reports	Mon., Wed., Fri., 12:15-12:30 Noon	8	13 weeks	N. W. Ayer & Son, N. Y.
General Motors Corp., Detroit	Chevrolet	The Messiah	9:00-10:00 P.M.	7	1 time only	Campbell-Ewald Co., Detroit
Musebeck Shoe Co., Danville, Ill.	Shoes	Health Spot Shoes	Friday, 7:00-7:15 P.M.	8	26 weeks	Sehl Adv. Agency, Chicago
Hickok Oil Co., Toledo	Hi-Speed Gasoline	The Factfinder, Black Fame of Amazon	6:15-6:30 P.M.	6	Indefinite	Tracy Adv., Toledo
Maccabees Assn., Detroit	Insurance	Maccabees Program	....	8	....	....
Olds Motor Works, Detroit	Automobiles	Football Games	Approx. 3:00-5:00 P.M.	8	Sept. 30-Nov. 25	D. P. Brother & Co., Detroit
Phillips Petroleum Corp., Bartlesville, Okla.	Phillipps—66 Gas	Noon Day News	12:10-12:15 Noon	7	52 weeks	Lambert & Feasley, N. Y.
Lydia Pinkham Medicine Co., Lynn, Mass.	Patent Medicine	Voice of Experience	Mon., Wed., Fri., 1:45-2:00 P.M.	8	13 weeks	Erwin, Wasey & Co., N. Y.
Shedd Products Co., Detroit	Salad Dressing	Wandering Vagabonds	Wed., Fri., 10:30-10:45	8	....	Brace Beamer, Detroit
Socony Vacuum Oil Co., New York	Gasoline	Baseball Games	Approx. 3:00-5:00 P.M.	7	26 weeks	....
Manhattan Soap Co., New York	Sweetheart Soap	Sweetheart Serenade	....	8	....	Franklin Bruck Adv. Corp., N. Y.
Tivoli Brewing Co., Detroit	Beer	Harry Heilman, Town Meeting	Mon., Wed., Fri., 12:45 Noon-1:00	8	13 weeks	McManus, John & Adams, Detroit
United Automobile Workers, Detroit	....	Talk	....	7	....	....
United Drug Co., Boston	Patent Medicine	Rubinoff	....	8	52 weeks	Street & Finney, N. Y.
Universal Credit Co., Detroit	Financing	Universal Music	Mon., Wed., Fri., 7:00-7:15 P.M.	8	26 weeks	N. W. Ayer & Son, N. Y.
Wayne Co. Republican Comm.	Political	Talk	....	8	....	....
Pfeiffer Brewing Co., Detroit	Beer	Baseball Extra	Mon.-Sat., 12:45-1:00 Noon	8	Indefinite	Packard & Neff, Detroit

Reminder to Promotion Minded Station Executives

BROADCASTING
Broadcast Advertising

BLANKETS

TIME-BUYERS!

Advertisers Using the Cowles-Iowa Stations During 1939

Sponsor	Product	Program	Time	No. of Stations	Duration of Contract	Agency & City
Air Conditioning & Training Corp., St. Paul	Training Course	Calling All Men	Varied	3	....	Direct
Albert Miller & Co., Chicago	Banquet Potatoes	Magic Kitchen	Mon.-Sat., 11:30-11:45 A.M.	2	Oct. '38-Mar. '39	Mitchell-Faust Adv. Co., Chicago
American Cranberry Exchange, New York	Eatmor Cranberries	Announcements	Thursday & Friday	3	26 ann.	BBDO, N. Y.
American Institute of Business, Des Moines	Business School	Girl's Basketball Tourney	Varied	2	March 11, '39	Direct
American Tobacco Co., New York	Roi-Tan Cigars	Announcements	Varied	3	May '39-July '39	Lord & Thomas, N. Y.
Associated Serum Producers, Omaha	Livestock Serum	Announcements	Mon., Wed., Fri., 12:30 P.M.	3	13 ann.	Fairall & Co., Des Moines
Bulova Watch Co., New York	Watches	Time Signals	....	2	Til forbid	Biow Co., N. Y.
Dr. W. B. Caldwell, Monticello	Syrup of Pepsin	Announcements	Mon.-Fri., 4 times Daily	2	52 weeks	Benton & Bowles Agency, Chicago
Capper Hatcheries, Elgin, Ia.	Livestock Remedy	Hawkeye Dinnertime	Mon., Wed., Fri., 12:30-12:40 P.M.	3	13 weeks	Coles, Inc., Des Moines
Carter Medicine Co., New York	Carter's Liver Pills	Announcements	Varied	2	Til forbid	Street & Finney, N. Y.
Chicago Technical College, Chicago	Training Course	Name bands	Sun., Wed., 10:15-10:30 P.M.	3	13 weeks	Vanderbie & Rubens, Chicago
Consolidated Products Co., Danville, Ill.	Semi-Solid Buttermilk	Semi-Solid Ramblers	Mon., Wed., Fri., 12:40-12:45 P.M. Sunday, 1:00-1:30 P.M.	2	52 weeks	Mace Adv. Agency, Peoria, Ill.
Crete Mills, Crete, Neb.	Victor Flour	Announcements	Mon.-Sat., 6 times per week	3	Aug. '39-Dec. '39	R. A. Moritz Co., Davenport, Ia.
Crown Cork & Seal Co., Baltimore	Stero-Vac	Magic Kitchen	Mon.-Sat., 11:30-11:45 A.M.	2	13 weeks	Benjamin Eshlemann Co., Philadelphia
Employers Mutual Casualty Co., Des Moines	Insurance	History Speaks	Sunday, 2:00-2:15 P.M.	2	Nov. '38-Apr. '39	Fairall & Co., Des Moines
Ex-Lax Mfg. Co., Brooklyn	Ex-Lax	Announcements	Varied	3	Oct. '38-til forbid	Joseph Katz Co., N. Y
Feminine Products, New York	Arrid	Announcements	Mon., Wed., Fri., Varied	2	July '39-Dec. '39	Spot Broadcasting, N. Y.
Ferris Nursery Co., Hampton, Ia.	Nursery Stock	Spring Jubilee	Mon.-Sat., 8:15-8:30 A.M.	2	Jan. '39-Feb. '39	Lessing Adv. Agcy., Des Moines
Ford Motor Co., Des Moines	Ford Cars	Given McCleary	Mon.-Sat., 9:45-10:00 A.M.	2	Nov. '39-Feb. '40	McCann-Erickson, Chicago
Ford Motor Co., Des Moines	Ford Cars	Announcements	Varied	4	Nov. '39-Dec. '39	McCann-Erickson, Chicago
General Laboratories, Des Moines	Blue Cross Rat Killer	Announcements	Wed., Thurs., Fri., 12:35 P.M.	3	Sept. '39-Oct. '39	W. E. Battenfield Co., Des Moines
General Mills & Sacony Vacuum Oil Co., Minneapolis	Wheaties & Mobiloil	Baseball	3:00-5:00 P.M., daily except Monday	2	Apr. '39-Oct. '39	Knox-Reeves Agcy., Minneapolis
General Foods Corp., New York	Post Toasties	Basketball Tourney	7:30-9:30 P.M.	2	March 16, 17, 18, '39	Benton & Bowles, N. Y.
Gillette Rubber Co., Eau Claire, Wis.	Tires	Gillette Rubber Band	Sunday, 9:15-9:30 A.M.	3	Mar. '39-June '39	Cramer-Krasselt Co., Milwaukee
B. F. Goodrich Rubber Co., Akron	Tires	Drake Relays	Varied	2	Apr. 29, 1939	R. J. Potts Co., Kansas City
Haskins Bros., Omaha	Blue Barrel Soap	Magic Kitchen	Mon.-Sat., 11:30-11:45 A.M.	2	Aug. '39-Aug. '40	Buchanan-Thomas Co., Omaha
Hiland Potato Chip Co., Des Moines	Potato Chips	Mrs. Emily Morgan	Mon.-Sat., 12:35-12:45 P.M.	2	June '39-Sept. '39	W. E. Battenfield Co., Des Moines
Hiland Potato Chip Co., Des Moines	Potato Chips	Charley Flagler	Mon.-Fri., 4:30-4:45 P.M.	2	Oct. '39-Sept. '40	W. E. Battenfield Co., Des Moines
Iowa Lumbermen's Assn., Des Moines	Lumber	Building Contest	Varied	2	Apr. '39-Aug. '39	W. E. Battenfield Co., Des Moines
Iowa Chiropractors Assn., Des Moines	....	Health Talks	Sun., Tues., Thurs., 9:00-9:15 P.M.	3	Mar. '39-May '39	Direct
Iowa Optometric Ass'n, Des Moines	....	True Life Dramas	Sun., Wed., Fri., 4:25-4:30 P.M.	3	Oct. '38-Feb. '39	Direct
Midland Milling Co., Kansas City	Town Crier Flour	Magic Kitchen	Mon.-Sat., 11:30-11:45 A.M.	2	Til forbid	Direct
Miller Cereal Mills, Omaha	Miller's Corn Flakes	Announcements	Mon., Wed., Fri., 12:25 P.M.	3	June '39-Oct. '39	Driver & Co., Omaha
Nebraska Cons. Mills, Omaha	Mother's Best Flour	Lem Hawkins & Songs for Mother	Mon.-Fri., 7:30-7:45 A.M.	3	Aug. '39-Apr. '40	Earl Allen Co., Omaha
Northwestern Yeast Co., Chicago	Maca Yeast	Magic Kitchen	Mon.-Sat., 11:30-11:45 A.M.	2	May '39-Feb. '40	Hays MacFarland & Co., Chicago
Rev. G. Bromley Oxnam, Omaha	....	Religious	Sunday, 3:00-3:30 P.M.	2	Mar. '38-Apr. '39	Direct
Pennsylvania Salt Mfg. Co., Philadelphia	Old Hickory Smoked Salt	Amnnouncements	Mon.-Sat., 12:30 P.M.	3	Oct. '39-Feb. '40	Sherman K. Ellis & Co., Chicago
Pinex Co., Fort Wayne	Pinex Cough Syrup	Announcements	Mon.-Sun., 3 times per day	2	Oct. '38-Mar. '39	Russel M. Seeds Agcy., Chicago
Reid-Murdock & Co., Chicago	Monarch Foods	Announcements	2 times per day, except Sunday	2	Nov. '39-Nov. '40	Rogers & Smith, Chicago
Rex Research Corp., Toledo	Fly-Tox	Announcements	Varied	3	July '39-Sept. '39	Gordon Vlchek Adv. Agcy, Cleveland
Sargent Feed Co., Des Moines	Sargent Feeds	Favorite Tunes	Mon.-Fri., 1:00-1:05 P.M.	3	Til forbid	Fairall & Co., Des Moines
Scott Paper Co., Chester, Pa.	Scot Towels	Magic Kitchen	Mon.-Sat., 11:30-11:45 A.M.	2	June '39-Dec. '39	J. Walter Thompson Co., N. Y.
Seidlitz Paint Co., Kansas City	Seidlitz Paint & Varnish	Announcements	Tues., Fri., 8:00 P.M.	2	Nov. '38-Dec. '39	Barrons Adv. Agency, Kansas City
Smith Bros. Co., Poughkeepsie, N. Y.	Smith Cough Drops	Chain Breaks	Varied	3	Nov. '39-Mar. '40	J. D. Tarcher & Co., N. Y.
Union Pacific Railroad, Omaha	....	Surprise Your Husband	Mon., Wed., Fri., 5 min.	3	July '39-Sept. '39	Caples Co., Los Angeles
United Drug Co., Boston	Rexall	Rubinoff & His Violin	Varied	2	Nov. '38-Nov. '39	Spot Broadcasting, N. Y. Street & Finney, N. Y.
Utilities Engineering Institute, Chicago	Correspondence Course Training School	Music For Men	Fri., Sat., 6:00-6:15 P.M.	2	Dec. '38-Apr. '39	First United Broadcasters, Chicago
Vick Chemical Co., New York	Vapo Rub & Vatranol Cough Drops	Announcements	Varied	3	Sept. '39-Mar. '40	Morse International, N. Y.
White Laboratories, Newark	Feen-a-mint	Announcements	Mon., Wed., Fri.	3	Sept. '39-June '40	William Esty & Co., N. Y.

Advertisers Using Canadian Broadcasting Corp. Networks During 1939

Sponsor	Product	Program	Time	No. of Stations	Duration of Contract	Agency & City
Campbell Soup Co., New Toronto	Campbell Soup	Campbell Playhouse	Friday, 9:00-10:00 P.M. Sunday 10:00-11:00 P.M.	26 14	22 weeks 15 weeks	Ward Wheelock Co., Philadelphia
Carnation Co., Toronto	Carnation Milk	Contented Program	Monday, 10:00-10:30 P.M.	24	52 weeks	Baker Adv. Agency, Toronto
Colgate-Palmolive-Peet Co., Toronto	Cashmere Bouquet Cosmetics	Wayne King	Saturday, 8:30-9:00 P.M.	29	11 weeks	Lord & Thomas of Canada, Toronto
Department of Fisheries, Ottawa	Fish	How Do You Do	Mon., Wed., Fri., 4:00-4:15 P.M.	34	6 weeks	E. W. Reynolds & Co., Toronto
General Foods, Toronto	Jell-O	Jack Benny Show	Sunday, 7:00-7:30 P.M	25	39 weeks	Baker Adv. Agency, Toronto
General Foods, Toronto	Maxwell House Coffee	Good News	Thursday, 9:00-10:00 P.M.	24	43 weeks	Baker Adv. Agency, Toronto
Gillette Safety Razor Co., of Canada, Montreal	Gillette Blue Blades	World Series	Oct. 4th, 5th, 7th, 8th, 1:15 P.M. End of Game	35	4 occs.	Maxon Inc., Detroit
Imperial Oil, Toronto	Gasoline	N. H. L. Hockey	Saturday, 9:00-10:30 P.M.	34	20 weeks	MacLaren Adv. Co., Toronto
International Silver Co., Toronto	Community Plate	Silver Theatre	Sunday, 6:00-6:30 P.M.	30	35 weeks	Young & Rubicam, Toronto
S. C. Johnson & Son, Brantford	Johnson's Wax and Car-nu	Fibber McGee and Molly	Tuesday, 9:30-10:00 P.M.	30	39 weeks	Needham, Louis & Brorby, Chicago
Kraft-Phenix Cheese Co., Outremont, Montreal	Kraft Cheese & Salad Dressing	Kraft Music Hall	Thursday, 10:00-11:00 P.M.	18	52 weeks	J. Walter Thompson Co., Montreal
Lever Bros., Toronto	Rinso	Big Sister	Mon.-Fri., 11:30-11:45 A.M. rep. 2:00-2:15 P.M.	28	52 weeks	Ruthrauff & Ryan, N. Y.
Lever Bros., Toronto	Rinso	Big Town	Tuesday, 8:00-8:30 P.M. rep. 11:30-12:00 Mid.	28	44 weeks	Ruthrauff & Ryan, N. Y.
Lever Bros., Toronto	Lifebuoy	Tuesday Night Party	Tuesday, 8:30-9:00 P.M. rep. 12:00-12:30 A.M.	28	44 weeks	Ruthrauff & Ryan, N. Y.
Lever Bros., Toronto	Lux Soap	Lux Radio Theatre	Monday, 9:00-10:00 P.M.	29	44 weeks	J. Walter Thompson Co., Toronto
Lever Bros., Toronto	Lux Soap	Life & Love of Dr. Susan	Mon.-Fri., 2:15-2:30 P.M.	28	37 weeks	J. Walter Thompson Co., Toronto
Lever Bros., Toronto	Lux Soap	C'Est La Vie	Friday, 8:00-8:30 P.M.	6	52 weeks	J. Walter Thompson Co., Montreal
Thos. J. Lipton, Toronto	Lipton's Tea	Le Vieux Maitre d'Ecole	Mon., Wed., Fri., 11:00-11:15 A.M.	6	11 weeks	Vickers & Benson, Montreal
Miles Labs., Toronto	Alka-Seltzer	Uncle Ezra	Tues., Fri., 10:30-10:45 P.M.	12	16 weeks	Cockfield, Brown & Co., Toronto
Nova Kelp Co., Toronto	Nova Kelp	What Do You Know?	Saturday, 8:30-9:00 P.M.	12	23 weeks	Dickson & Ford, Toronto
Procter & Gamble Co., Hamilton	Oxydol	Man I Married	Mon.-Fri., 10:00-10:15 A.M.	24	50 weeks	Blackett-Sample & Hummert, Chicago
Procter & Gamble Co., Hamilton	Chipso	Road of Life	Mon.-Fri., 1:30-1:45 P.M.	26	50 weeks	Pedlar & Ryan, N. Y.
Procter & Gamble Co., Hamilton	Ivory Soap	Mary Marlin	Mon.-Fri., 3:00-3:15 P.M.	26	52 weeks	Compton Adv., N. Y.
Procter & Gamble Co., Hamilton	Oxydol	Ma Perkins	Mon.-Fri., 3:15-3:30 P.M.	26	52 weeks	Blackett-Sample-Hummert, Chicago
Procter & Gamble Co., Hamilton	Camay	Pepper Young's Family	Mon.-Fri., 3:30-3:45 P.M.	26	52 weeks	Pedlar & Ryan, N. Y.
Procter & Gamble Co., Hamilton	Naphtha	The Guiding Light	Mon.-Fri., 3:45-4:00 P.M	26	52 weeks	Compton Adv., N. Y.
Procter & Gamble Co., Hamilton	Crisco	Vic & Sade	Mon.,Wed., Fri.. 4:30-4:45 P.M.	24	50 weeks	Compton Adv., N. Y.
Procter & Gamble Co., Hamilton	Chipso	Vie de Famille	Tues., Thurs., Fri., 10:00-10:15 A.M.	3	34 weeks	Pedlar & Ryan, N. Y.
Procter & Gamble Co., Hamilton	Camay	Courrier-Confidences	Mon.-Fri., 10:15-10:30 A.M.	3	18 weeks	Pedlar & Ryan, N. Y.
Procter & Gamble Co., Hamilton	Barsalou	Quelles Nouvelles	Tues., Thurs., Fri., 10:30-10:45 A.M.	3	34 weeks	Compton Adv., N. Y.
Procter & Gamble Co., Hamilton	Oxydol	Rue Principale	Mon.-Fri., 2:15-2:30 P.M.	4	34 weeks	Blackett-Sample-Hummert, Chicago
Procter & Gamble Co., Hamilton	Ivory	Pension Velder	Tues., Thurs., Fri., 7:00-7:15 P.M.	3	34 weeks	Compton Adv., N. Y.
Quaker Oats Co., Peterborough	Quaker Oats	Variety Hour	Monday, 8:00-8:30 P.M.	28	13 weeks	Lord & Thomas of Canada, Toronto
Robin Hood Mills, Montreal	Robin Hood Flour	Les Aventures de Robin Du Bois	Tues., Thurs., 7:15-7:30 P.M.	5	17 weeks	Canadian Adv. Agency, Montreal
Slater Shoe Co., Montreal	Shoes	L'Invitation a la Valse	Wednesday, 7:30-7:45 P.M.	5	16 weeks	J. E. Huot, Montreal
Standard Brands, Montreal	Chase & Sanborn Coffee	Chase & Sanborn Hour	Sunday, 8:00-9:00 P.M.	31	44 weeks	J. Walter Thompson Co., Montreal
Standard Brands, Montreal	Fleischmann Yeast	Getting the Most Out of Life	Mon.-Fri., 11:45-12:00 Noon	31	39 weeks	J. Walter Thompson Co., Montreal
Standard Brands, Montreal	Tenderleaf Tea	One Man's Family	Thursday, 8:00-8:30 P.M.	31	39 weeks	J. Walter Thompson Co., Montreal
Standard Brands, Montreal	Chase & Sanborn Coffee	Rions Ensemble	Mon., Wed., Fri., 7:45-8:00 P.M.	6	13 weeks	J. Walter Thompson Co., Montreal
Standard Brands, Montreal	Tenderleaf Tea	Dans Ma Tasse de The	Tuesday, 7:30-8:00 P.M.	6	18 weeks	J. Walter Thompson Co., Montreal
G. F. Stephens Paint Co., Winnipeg	Paint	Dr. Query	Wednesday, 10:00-10:30 P.M.	9	15 weeks	Norris-Patterson, Winnipeg, Man.
St. Lawrence Starch Co., Port Credit	Corn Syrup	Wes McKnight	Saturday, 7:00-7:15 P.M.	19	22 weeks	McConnell, Eastman & Co., Toronto
N. G. Valiquette Ltee., Montreal	Furniture	Le Theatre N. G. Valiquette	Tuesday, 8:00-9:00 P.M.	5	13 weeks	I. Hogue Enrg., Montreal

ASK CBC ABOUT CANADA

EDUCATIONAL AND RELIGIOUS STATIONS IN UNITED STATES AND CANADA

College, Church and Publicly Owned Stations

Asterisk (*) Indicates time is sold commercially.

EDUCATIONAL INSTITUTIONS

*WAPI, Birmingham, Ala. — Owned by University of Alabama, Alabama Polytechnic Institute and Alabama College; leased to Voice of Alabama Inc. Director: Thad Holt.

WBAA, West Lafayette, Ind. — Purdue University. Program Director: Gilbert D. Williams.

WCAD, Canton, N. Y.—St. Lawrence University; under lease option to *Watertown* (N. Y.) *Times*, to be moved to Watertown and operated commercially. Director: Harold K. Bergman.

WCAL, Northfield, Minn. — St. Olaf College. Director: M. C. Jensen.

WCAT, Rapid City, S. D. — South Dakota State School of Mines. Director: C. M. Rowe.

*WESG, Elmira, N. Y.—Licensed to Cornell University, Ithaca, N. Y. Operated under lease to *Elmira Star-Gazette*. Director: Dale Taylor.

*WEW, St. Louis, Mo.—St. Louis University. Faculty Director: Rev. W. A. Burk, S.J. Manager: A. S. Foster.

*WGST, Atlanta, Ga. — Licensed to Georgia School of Technology; operated commercially under lease. Director: W. H. Summerville.

WHA, Madison, Wis.—University of Wisconsin. Director: H. B. McCarty.

*WHAZ, Troy, N. Y. — Rensselaer Polytechnic Institute. Director: W. J. Williams.

WILL, Urbana, Ill. — University of Illinois. Director: Joseph F. Wright.

WKAR, East Lansing, Mich.—Michigan State College. Director: Robert J. Coleman.

*WTAQ, Green Bay, Wis.—St. Norbert's College. Director: Father James A. Wagner.

*WHBY, Appleton, Wis.—St. Norbert's College, Green Bay, Wis. Director: Father James A. Wagner.

WLB, Minneapolis, Minn. — University of Minnesota. Program Director: Burton Paula.

WLBL, Stevens Point, Wis.—Regents, University of Wisconsin, Madison.. Director: F. R. Calvert.

WNAD, Norman, Okla. — University of Oklahoma. Director: Homer Heck.

WOI, Ames, Ia.—Iowa State College of Agriculture & Mechanic Arts. Director: W. I. Griffith.

WOSU, Columbus, O. — Ohio State University. Director: R. C. Higgy.

*WRUF, Gainesville, Fla.—University of Florida. Director: Garland Powell.

WSAJ, Grove City, Pa.—Grove City College. Acting Director: H. W. Harmon.

WSUI, Iowa City, Ia.—University of Iowa. Director: Carl Menzer.

WSVS, Buffalo, N. Y.—Seneca Vocational High School.

WTAW, College Station, Tex.—Agricultural & Mechanical College of Texas. Director: F. C. Bolton.

*WWL, New Orleans, La. — Loyola University. Director: W. H. Summerville.

KBPS, Portland, Ore.—Benson Polytechnic School. Director: William Allingham.

KFDY, Brookings, S. D. — South Dakota State College. Director: Jack Towers.

*KFJM, Grand Forks, N. D. — University of North Dakota. Director: D. LeMasurier.

KFKU, Lawrence, Kan. — University of Kansas. Director: H. G. Ingham.

KOAC, Corvallis, Ore.—Oregon State System of Higher Education (State Agricultural College, operator). Director: Luke L. Roberts.

*KPAC, Port Arthur, Tex. — Port Arthur College (Business and radio college). President: Charles Vaughan.

KSAC, Manhattan, Kan. — Kansas State College of Agriculture & Applied Sciences. Director: H. Umberger.

KUSD, Vermillion, S. D.—University of South Dakota. Director: R. E. Rawlins Jr.

*KUOA, Siloam Springs, Ark.—John Brown University. Director: Storm Whaley.

KWLC, Decorah, Ia. — Luther College. Director: O. M. Ettreim.

KWSC, Pullman, Wash. — Washington State College. Director: Kenneth E. Yeend.

CANADIAN

*CFRC, Kingston, Ont. — Queen's University. Director: James Annand.

CKIC, Wolfville, N. S.—Acadia University.

CKUA, Edmonton, Alta.—University of Alberta. Director: Donald Cameron.

RELIGIOUS INSTITUTIONS

WAWZ, Zaraphath, N. J.—Pillar of Fire. Director: Ray B. White.

WBBL, Richmond, Va.—Grace Covenant Presbyterian Church. Director: M. A. Sitton.

WBBR, Brooklyn, N. Y. — Peoples Pulpit Association.

WMBI, Chicago, Ill. — Moody Bible Institute. Director: Henry C. Crowell.

WMPC, Lapeer, Mich. — First Methodist Protestant Church. Director: F. S. Hemingway.

KFGQ, Boone, Ia. — Boone Biblical College. Director: Lois Crawford.

KFSG, Los Angeles, Cal.—Echo Park Evangelical Association. (Aimie Semple McPherson.) Director: Dr. Giles N. Knight.

KFUO, St. Louis, Mo. — Evangelical Lutheran Synod of Missouri, Ohio and Other States. Director: Rev. Herman H. Hohenstein.

KPOF, Denver, Colo.—Pillar of Fire. Director: Arthur K. White.

KPPC, Pasadena, Cal.—Licensed to Pasadena Presbyterian Church. Director: David Black.

*KSL, Salt Lake City — Licensed to Radio Service Corp. of Utah, controlling interest in which is owned by Latter Day Saints (Mormon) Church. Director: Earl J. Glade.

KTW, Seattle, Wash. — First Presbyterian Church. Director: James S. Ross.

MUNICIPAL AND STATE STATIONS

*WCAM, Camden, N. J. — City of Camden. Operated under lease-of-time arrangement by Mack Radio Sales, 5 Hudson St., Camden. Director: F. S. Caperoom.

*WJAX, Jacksonville, Fla.—City of Jacksonville. Director: John T. Hopkins III.

WNYC, New York City—City of New York. Director: M. S. Novik.

*WRR, Dallas, Tex.—City of Dallas. Director: Charles B. Jordan.

*WSUN, St. Petersburg, Fla. — St. Petersburg Chamber of Commerce. Director: Harold H. Meyer.

*KTHS, Hot Springs, Ark. — Hot Springs Chamber of Commerce. Director: John I. Prosser.

SHORT WAVE EDUCATIONAL STATIONS

WBOE, Cleveland, O. — Cleveland City Board of Education; 500 watts on 41500 kc. Executives: William B. Levenson, Manager; Helen Burchfield, program director; John D. Woodward, chief engineer.

WNYE, Brooklyn, N. Y.—Board of Education, City of Brooklyn; 500 watts on 41100 kc. Executives: Albert Lloyd Colston, manager; Herman Haverkamp, chief engineer.

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Rufus H. DARBY PRINTING *Company*

WASHINGTON, D. C.

Directory of 1939

NATIONAL AND REGIONAL RADIO ADVERTISERS

And Their Agencies (United States and Canada)

n. Network programs
sp. Local studio programs
rn. Regional network programs
t. Transcriptions
ta. Transcription announcements
sa. Local studio announcements

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A

A & O Co., New Bern, N. C. (proprietary). Agency: J. Carson Brantley Adv. Agency, Salisbury, N. C. *sa*

GEORGE ABBOTT, New York (theatrical producer). *sa*

ABSORENE MFG. Co. St. Louis (cleaners). Agency: Ross-Gould Co., St. Louis. *ta*

ACME BREWING Co., Los Angeles. Agency: Emil Brisacher & Staff, Los Angeles. *ta sa*

ACME FEEDS, Forest Park, Ill. Agency: Stack-Goble Adv. Agency, Chicago. *sa*

ACME WHITE LEAD & COLOR WORKS, Detroit (paint). Agencies: Henri, Hurst & McDonald, Chicago (automotive division only). Holden, Graham & Clark, Detroit. *n rn sa t*

ADAM HAT STORES, New York (chain hat stores). Agency: Glicksman Adv. Co., N. Y. *sp n*

ADAM HAT (Canada) Ltd., Toronto. Agency: McLaren Adv. Co., Toronto.

O. O. ADAMS, Boston (Staley's starch cubes). *rn*

ADMIRACION LABORATORIES, Harrison, N. J. (hair tonic). Agency: Charles Dallas Reach, Newark. *n*

AERONAUTICAL PUBLISHING Co., Bendix, N. J. (*Contact* magazine). *sp rn*

AFFILIATED PRODUCTS, Jersey City (Kissproof, Louis Phillippe, Edna Wallace Hopper, cosmetics). Agencies: Blackett-Sample-Hummert, Chicago; Monroe F. Dreher, Newark (Kissproof, Outdoor Girl). *n sp t*

AIR CONDITIONING TRAINING Corp., Youngstown (school). Agency: Weill & Wilkins, N. Y. *t sp n*

AIRY FAIRY FOODS, Minneapolis (cake flour). Agency: George H. Hartman Co., Chicago. *sp*

AKRON LAMP & MFG. Co., Akron (Diamond irons). Agency: Guenther-Bradford, Chicago. *sp sa*

ALBERS BROS. MILLING Co., Seattle (Albers Flapjack flour, Friskies). Agency: Erwin, Wasey & Co., Chicago. *t rn sp*

ALBERT LABORATORIES, Chicago (Resperine hay fever remedy). Agency: Newby, Peron & Flitcraft, Chicago *sp*

ALKINE LABORATORIES, New Brunswick, N. J. (Flemolyn cough remedy). Agency: Erwin, Wasey & Co., N. Y. *sa*

ALL-YEAR CLUB, Los Angeles. Agency: Lord & Thomas, Los Angeles. *sa*

BONA ALLEN Inc., Buford, Ga. (shoes). Agency: Groves-Keen, Atlanta. *sa*

ALLES & FISHER Co., Boston. Agency: L. B. Hawes, Boston. *rn*

ALLIS-CHALMERS Mfg. Co., Milwaukee (agricultural machinery). Agency: Bert S. Gittins, Milwaukee. *n sa sp*

AMERICAN BANKERS ASSN., New York. *t*

AMERICAN BEVERAGE Co., New York (Dr. Brown's Cel-ray tonic). Agency: Lawrence C. Gumbinner, N. Y. *sp*

AMERICAN BIRD PRODUCTS, Chicago (bird food). Agency: Weston-Barnett, Chicago. *sp n t*

AMERICAN BOOK MART, Chicago (catalogs). Agency: E. H. Brown Adv. Agency, Chicago. *sp*

AMERICAN CHICLE Co., Long Island City, N. Y. (chewing gum). Agency: Badger & Browning & Hersey, N. Y. *ta t*

AMERICAN CIGARETTE & CIGAR Co., New York (Pall Mall). Agency: Young & Rubicam, N. Y. *sa n*

AMERICAN CORN MILLERS FEDERATION, Chicago. *sa*

AMERICAN CRANBERRY EXCHANGE, New York (Eatmor cranberries). Agency: BBDO, N. Y. *sa*

AMERICAN HOME PRODUCTS Corp., Jersey City (holding company for Affiliated Products, Anacin Co., Bi-So-Dol Co., 3-in-1 Oil, A. S. Boyle Co., Kolynos Co., Mystic Labs., Petrolagar Labs., John Wyeth & Bros., Wyeth Chemical Co.). Agency: Blackett-Sample-Hummert, N. Y. *n t*

AMERICAN HOSPITAL ASSN., Los Angeles (cooperative). Agency: Crundall & Lester Adv. Co., Los Angeles. *sa*

AMERICAN INSTITUTE OF MERITISM, Los Angeles (economic philosophy). Agency: Darwin H. Clark Adv., Los Angeles. *rn*

AMERICAN MOLASSES Co., New York (Grandma's syrup). Agency: Charles W. Hoyt Co., N. Y. *sp.*

AMERICAN OIL Co., Baltimore (Amoco gas). Agency: Joseph Katz Co., Baltimore. *n rn sa sp*

AMERICAN POP CORN Co., Sioux City, Ia. (Jolly Time popcorn). Agency: N. A. Winter Adv. Agency, Des Moines. *sp sa t*

AMERICAN POULTRY JOURNAL, Chicago. *sa*

AMERICAN PRAWN Co., Terminal Island, Cal. (fish). Agency: Dan B. Miner Co., Los Angeles. *sp*

AMERICAN PRODUCTS Co., Cincinnati (food). Agency: Guenther, Bradford & Co., Chicago. *t*

AMERICAN ROLLING MILLS Co., Middletown, O. Agency: N. W. Ayer & Son, N. Y. *n*

AMERICAN SAFETY RAZOR Corp., Brooklyn (Gem blades). Agency: Federal Adv. Agency, N. Y. *sa*

AMERICAN SNUFF Co., Kansas City. Agency: Simon & Gwynn, Memphis. *sp*

AMERICAN STOVE Co., Cleveland. Agencies: Richardson-Oswald, Cleveland, BBDO, N. Y. *sp t*

AMERICAN TELEPHONE & TELEGRAPH Co., New York. Agency: N. W. Ayer & Son, N. Y. *sa sp rn t ta*

AMERICAN TOBACCO Co., New York. Agencies: Lord & Thomas (Lucky Strike, Roi Tan); Young & Rubicam, N. Y. (Half & Half, Pall Mall); L. H. Hartman Co., N. Y. (Herbert Tareyton). *n t sa ta sp*

ANACIN Co., Chicago (headache tablets). Agency: Blackett-Sample-Hummert, Chicago. *n t*

ANHEUSER-BUSCH, St. Louis (beer). Agency: D'Arcy Adv. Co., St. Louis *rn*

ANNIE LAURIE CANDY SHOPS, Toronto. Agency: Benison Co., Toronto. *sa*

ANTROL LABORATORIES, Los Angeles (Antrol, Snarol insecticides). Agency: J. Walter Thompson Co., Los Angeles. *sp ta*

K. ARAKELIAN Inc., New York (wines). Agency: Firestone Adv. Service, N. Y. *sp*

ARIZONA OIL Co., Phoenix. *rn*

ARKANSAS SOFT PINE BUREAU, Little Rock (paneling). Agency: Robert H. Brooks Co., Little Rock. *t*

ARMSTRONG CORK Co., Lancaster, Pa. (rugs). Agency: BBDO, N. Y. *t*

ARROWHEAD & PURITAS WATERS, Los Angeles (bottled water). Agency: McCarty Co., Los Angeles. *sp*

ASSOCIATED SERUM PRODUCERS, Omaha (hog serum). Agency: Fairall & Co., Des Moines. *sa sp*

ASSOCIATION OF GAS APPLIANCE & EQUIPMENT MFRS., New York (American Gas Assn.). *t*

ATCHISON, TOPEKA & SANTA FE RR, Chicago (travel). Agency: Stack-Goble Adv. Agency, Chicago. *rn sa*

ATLANTIC BREWING Co., Atlanta (beer). Agency: Donahue & Coe, Atlanta. *sa sp*

ATLANTIC REFINING Co., Philadelphia (White Flash gasoline, oil). Agency: N. W. Ayer & Son, Philadelphia. *n sa sp*

ATLANTIS SALES Corp., Rochester (Coleman's mustard). Agency: J. Walter Thompson Co., N. Y. *sp sa ta*

ATLAS MUTUAL BENEFIT ASSN., Wilmington, Del. Agency: Shaffer, Brennan, Margolis Adv. Co., St. Louis. *sp*

AURORA LABORATORIES, Chicago (Clear Again remedy). Agency: Erwin, Wasey & Co., Chicago. *sa sp ta*

AXTON-FISHER TOBACCO Co., Louisville. Agencies: Lawrence C. Gumbinner, N. Y. (Spud); McCann-Erickson, N. Y.; McDougall & Weiss, Chicago. *n t ta sp*

B

B. C. REMEDY Co., Durham, N. C. (proprietary). Agencies: Harvey-Massengale Co., Atlanta; Chas. W. Hoyt Co., N. Y. *sp sa t*

B. T. BABBITT Co., New York (Bab-O cleanser). Agency: Blackett-Sample-Hummert, N. Y. *n t sp*

BABSON BROS., Chicago (milkers, separators). Agency: Matteson-Fogarty-Jordan Co., Chicago. *sa*

BADGER PAINT STORES, Milwaukee (chain). *sp*

BAKER EXTRACT Co., Springfield, Mass. (flavoring). Agency: Snow, Bates & Orme, Springfield, Mass. *rn*

H. J. BAKER & Co., New York (fertilizer). Agency: Lawrence Fertig & Co., N. Y. *t*

MRS. G. W. BALLARD, Los Angeles (religious). Agency: Ted Dahl Adv. Co., Los Angeles. *sp*

BALLARD & BALLARD Co., Louisville (Ovenready biscuits). Agency: Henri, Hurst & McDonald, Chicago. *sp t*

BANK OF AMERICA NATIONAL TRUST & SAVINGS Assn., San Francisco. Agency: Charles R. Stuart, San Francisco. *rn sp ta*

BANNER BAKING Co., Minneapolis. Agency: Campbell-Mithun, Minneapolis. *sa*

BARBASOL Co., Indianapolis (shaving cream). Agency: Erwin Wasey & Co., N. Y. *n*

BARRON-GRAY Co., San Jose, Cal. (fruit cocktail). Agency: Long Adv. Service, San Jose. *rn*

BASIC FOODS Inc., Los Angeles (Honey-Lax bread). Agency: Elucidator Publications, Hollywood. *sp*

BATHASWEET Corp., New York (Bathasweet). Agency: H. M. Kiesewetter Adv. Agency, N. Y. *sp rn*

BATTLE CREEK DOG FOOD Co., Battle Creek, Mich. Agency: Staake & Schoonmaker, Kalamazoo. *sa*

BAUER & BLACK, Chicago (Blue Jay corn plaster, Velure hand lotion). Agency: Ruthrauff & Ryan, N. Y.

BAYER Co., New York (Bayer's aspirin). Agency: Blackett-Sample-Hummert, N. Y. *n sp t*

BAYER-SEMESAN Co., Wilmington, Del. (seed innoculator). Agency: Thompson-Koch Co., Cincinnati. *sa*

BAYUK CIGARS, Philadelphia (Havana Ribbon cigars). Agency: Ivey & Ellington, Philadelphia. *sa sp n t*

J. W. BEARDSLEY SONS, Newark (food). Agency: Neff-Rogow, N. Y. *sp*

BEATRICE CREAMERY Co., Chicago (Meadow Gold ice cream and butter). Agency: Lord & Thomas, Chicago. *sp t rn*

BEAUMONT LABORATORIES, St. Louis (4-Way cold tablets). Agency: H. W. Kastor & Sons Adv. Co., Chicago. *ta t rn*

A. S. BECK Co., New York (chain shoe stores). Agency: Pettingell & Fenton, N. Y. *sa*

BEEFARE Corp., Pittsburgh (Frex dog food). Agency: BBDO, Pittsburgh. *sa*

BEEMAN'S LABORATORY, Atlanta (BGO, BQR remedies). Agency: Harvey-Massengale, Atlanta. *sp*

PAUL F. BEICH Co., Bloomington, Ill. (Whiz candy bar). Agency: N. W. Ayer & Son, Chicago. *sp*

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HEADLEY-REED CO., *National Representatives*

BEKINS VAN & STORAGE Co., Los Angeles. Agency: Brooks Adv. Agency, Los Angeles. *sa*

BELEM PRODUCTS Co., Houston (Belem Lotion). Agency: Giezendanner-Gilliam & Co., Houston. *rn*

BELL & Co., Orangeburg, N. Y. (Bell-Ans). Agency: Anderson, Davis & Platte, N. Y. *sp t n*

BELL TELEPHONE Co. of Canada, Montreal. Agency: Cockfield, Brown & Co., Montreal. *t*

BENEFICIAL MANAGEMENT Corp., Newark. Agency: Albert Frank-Guenther Law, N. Y. *n*

BENRUS WATCH Co., New York. Agency: J. D. Tarcher & Co., N. Y. *sa*

BERKEY & GAY, New York (division Furniture Distributors of America). Agency: Wallace-Lindeman, Grand Rapids. *sp*

BERNARD PERFUMERS, St. Louis (Love Charm). Agency: Johnson Sel Co., St. Louis. *sa sp*

BEST FOODS, New York (Hellman's mayonnaise, Nucoa, etc.). Agency: Benton & Bowles, N. Y. *n sa t rn ta*

BEVERWYCK BREWERY, Albany. Agency: Peck Adv. Agency, N. Y. *sp sa*

BEWLEY MILLS, Fort Worth, Tex. Agency: Cy Leland, Fort Worth. *sp*

BIRELEY'S, Hollywood (Bireley's orangeade). Agency: Raymond R. Morgan Co., Los Angeles. *t sa*

BISCEGLIA BROS. WINE Corp., New York. Agency: J. M. Korn & Co., N. Y.

BI-SO-DOL Co., New Haven, Conn. (Bi-So-Dol). Agency: Blackett-Sample-Hummert, Chicago. *n*

C. H. **BJELLAND** & Co., Stavanger, Norway (sardines). Agency: Dominion Bcstg. Co., Toronto. *t*

BLACK FLAG Co., Baltimore (insecticide). Agency: Al Paul Lefton Co., Philadelphia. *sp*

BLACKSTONE PRODUCTS Co., New York (Tasty-Lax). Agency: Randall Co., N. Y. *sp*

BLOCK MFG. OUTDOOR Co., Seattle (wash clothing). Agency: Erwin Wasey & Co., Seattle. *sp*

BLUE BIRD POTATO CHIPS, Oakland, Cal. Agency: Emil Brisacher & Staff, Los Angeles. *sa*

CHEF BOIARDI FOOD PRODUCTS Co., Milton, Pa. (spaghetti). Agency: Cecil & Presbrey, N. Y. *rn*

BOND STORES, New York (men's clothes). Agency: Neff-Rogow, N. Y. *sa*

BOOK-OF-THE-MONTH CLUB, New York. Agency: Schwab & Beatty, N. Y. *sp*

W. E. **BOOTH** Co., Toronto (Selochrome film). Agency: Lord & Thomas, Toronto. *sa*

BOOTH FISHERIES, Chicago. Agency: H. W. Kastor & Sons, Chicago. *ta sp*

BORDEN'S FARM PRODUCTS Co., New York (dairy products). Agency: BBDO, N. Y. *sp*

BORDEN Co., New York (ice cream). Agency: Pedlar & Ryan, N. Y. *sp n*

BORDEN Co., Toronto (milk). Agency: Young & Rubicam, Toronto. *t*

BORDEN Co., San Francisco (milk). Agency: McCann-Erickson, San Francisco. *sp*.

BOSCO Co., New York (milk amplifier). Agency: Kenyon & Eckhardt, N. Y. *sa sp*

BOST TOOTH PASTE Corp., New York. Agency: Erwin Wasey & Co., N. Y. *sp*

BOSTON & MAINE RR, Boston (transportation). Agency: Doremus & Co., Boston. *sa*

BOSTON FOOD PRODUCTS Co., Boston. Agency: Lavin Co., Boston. *t rn*

BOTANY WORSTED MILLS, Passaic, N. J. (cleaning fluid). Agency: Alfred J. Silberstein Agency, N. Y. *sa*

BOWEY'S, Chicago (Dari-Rich chocolate drink). Agency: Sorenson & Co., Chicago. *sp sa t n*

A. S. **BOYLE** Co., Jersey City (Old English wax, Rug-Sta, Samoline, 3-In-One oil). Agency: Blackett-Sample-Hummert, N. Y. *n*

BREE COSMETICS Co., Chicago. Agency: Ruthrauff & Ryan, Chicago. *sp*

M. J. **BREITENBACH** Co., New York (Pepto Mangan). Agency: Morse International, N. Y. *n sa ta*

BREWING CORP. OF AMERICA, Cleveland (Carling's Ale). Agency: Aircasters Inc., Detroit. *sp*

C. A. **BRIGGS** Co., Cambridge, Mass. (H. B. cough drops). Agency: Horton-Noyes Co., Providence. *sa ta*

BRISTOL-MYERS Co., New York (Sal Hepatica, Ipana toothpaste, etc.). Agencies: Young & Rubicam, N. Y. (Minit Rub, Ipana, Sal Hepatica); Pedlar & Ryan, N. Y. (Rubberset products, Ingram's shaving cream, Vitalis hair tonic, Mum). *n sp t ta*

BRISTOL-MYERS Co., Toronto (Ipana, Sal Hepatica). Agency: Ronalds Adv. Agency, Montreal. *sp*

BRITISH AMERICAN OIL Co., Toronto. Agency: J. Walter Thompson Co., Toronto. *t sp*

BROMO SELTZER, Toronto. Agency: J. Walter Thompson Co., Toronto. *ta sp*

BROOKS RUPTURE APPLIANCE Co., Marshall, Mich. Agency: Matteson-Fogarty-Jordan Co., Chicago. *sa*

JOHN BROWN UNIVERSITY, Siloam Springs, Ark. Agency: Lisle Sheldon Adv., Los Angeles. *sa sp*

BROWN & WILLIAMSON TOBACCO Corp., Louisville (Raleigh, Kool, Avalon cigarettes, Bugler cigarette tobacco). Agencies: BBDO, N. Y. (Avalon cigarettes); Russell M. Seeds Co., Chicago. *t sp n*

W. K. **BUCKLEY** Ltd., Toronto. Agency: Richardson & MacDonald, Toronto. *t*

BUFFALO BREWING Co., Sacramento, Cal. Agency: Adam Damm Agency, Sacramento. *sa*

BUICK MOTOR Co., Flint, Mich. (autos). Agency: Arthur Kudner, N. Y. *n sa ta*

BULOVA WATCH Co., New York (Bulova timepieces). Agency: Biow Co., N. Y. *sa*

BURLINGTON TRANSPORTATION Co., Chicago (tour service). Agency: Reincke, Ellis, Younggreen & Finn, Chicago. *sa*

BURNHAM & MORRILL Co., Portland, Me. (B & M baked beans). Agency: Lavin & Co. Inc., Boston. *ta*

BURRUS MILL & ELEVATOR Co., Fort Worth (flour). Agency: Cy Leland, Fort Worth. *t rn sp*

P. S. **BUSTON CHEMICAL** Co., Toronto (medicinal). Agency: Frontenac Bcstg. Co., Toronto. *sa*

C

JOHN E. CAIN Inc., Cambridge, Mass. (mayonnaise). Agency: Chambers & Wiswell, Boston. *sp ta*

CAL-ASPIRIN Corp., New York (proprietary). Agency: Blackett-Sample-Hummert, N. Y. *n*

CALAVA GROWERS OF CALIFORNIA, Los Angeles (avacados). Agency: Lord & Thomas, Los Angeles, *sa rn*

DR. W. B. **CALDWELL** Inc., Monticello, Ill. (proprietary). Agencies; Benton & Bowles, Chicago (Syrup Pepsin); Kelly, Stuhlman & Zahrndt, St. Louis (Pine Balm). *sa t ta*

CALIFORNIA ANIMAL FOOD Co., Oakland (Calo dog food). Agency: Emil Brisacher & Staff, San Francisco. *sp*

CALIFORNIA FOOD PRODUCTS, Oakland (Calo pet food). Agency: Emil Brisacher & Staff, San Francisco. *sp*

CALIFORNIA FRUIT GROWERS EXCHANGE, Los Angeles (Sunkist oranges). Agency: Lord & Thomas, Los Angeles. *t sa sp rn n*

CALIFORNIA & HAWAIIAN SUGAR REFINING Corp., Chicago (C-H sugar). Agency: George H. Hartman Co., Chicago. *sp*

CALIFORNIA PRUNE GROWERS, San Francisco. Agency: Lord & Thomas, San Francisco. *t*

CALIFORNIA PRUNE & APRICOT GROWERS ASSN., San Jose (Sunsweet prunes). Agency: Long Adv. Service, San Jose. *rn sp*

CALIFORNIA RENDERING Co., Los Angeles (dog food). Agency: Raymond R. Morgan Co., Hollywood. *sp*

CALIFORNIA SPRAY CHEMICAL Co., Richmond, Cal. (bug spray). Agency: Long Adv. Service, San Jose, Cal. *sa*

CALIFORNIA WALUNT GROWERS ASSN., Los Angeles. Agency: Lord & Thomas, Los Angeles. *t*

CAMPANA SALES Corp., Batavia, Ill. (Italian Balm). Agency: Aubrey, Moore & Wallace, Chicago. *n sa*

CAMPBELL CEREAL Co., Northfield, Minn. (Malt-O-Meal). Agency: H. W. Kastor & Sons, Chicago. *sp t sa*

CAMPBELL SOUP Co., Camden (Campbell soups, Franco-American foods). Agency: Ward Wheelock Co., Philadelphia. *n*

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WIP

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President
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***C. P.—5,000 Watts**

DIRECTORY OF 1939 NATIONAL-REGIONAL RADIO ADVERTISERS

CAMPBELL SOUP Co., New Toronto, Ont. Agency: Ward Wheelock Co., Philadelphia. *n*

CANADA DRY GINGER ALE, New York (Canada Dry). Agency: J. M. Mathes, N. Y. *ta n*

CANADA PACKERS Ltd., Toronto (Maple Leaf soap flakes). Agency: E. W. Reynolds & Co., Toronto. *sa*

CANADA STARCH Co., Toronto. Agency: Vickers & Benson, Toronto. *sp t*

CANADIAN INDUSTRIES, Montreal (paint). Agency: J. Walter Thompson Co., Toronto. *rn*

CANADIAN NATIONAL CARBON Co., Toronto (Everready). Agency: Clarke E. Locke, Toronto. *sp ta*

CANADIAN SHREDDED WHEAT Co., Niagara Falls, Ont. Agency: Cockfield Brown & Co., Toronto. *sa*

CANDID EYE, Philadelphia (magazine). Agency: Albert Kircher Co., Chicago. *sa*

CANINE SPECIALTY Co., Los Angeles (Vi-Ti Dog Kandy). Agency: Scholts Adv. Service, Los Angeles. *sp*

CAPE COD STEAMSHIP Co., Boston. Agency: Alley & Richards, Boston. *sa*

CAPPER HATCHERIES, Elgin, Ia. (livestock remedy). Agency: Coles Inc., Des Moines. *rn*

CARDINET CANDY Co., Oakland, Cal. Agency: Tomaschke-Elliott, Oakland. *rn*

CAREY SALT Co., Hutchinson, Kan. Agency: Ferry-Hanley Co., Kansas City. *sp*

CARLETON & HOVEY Co., Lowell, Mass. (Father Johns medicine). Agency: John W. Queen, Boston. *n sa sp t*

CARNATION Co., Milwaukee (canned milk). Agency: Erwin, Wasey & Co., Chicago. *n sp sa*

CAROLENE PRODUCTS Co., Litchfield, Ill. (Milnut milk compound). Agency: Henri, Hurst & McDonald, Chicago. *sp*

CARRIER Corp., Syracuse (air conditioner). Agency: Charles Dallas Reach, Newark. *t*

CARTER PRODUCTS, New York (liver pills, Arrid). Agency: Street & Finney, N. Y. *sa t ta*

CARY MAPLE SUGAR Co., St. Johnsbury, Vt. (Highland Maple Syrup). Agency: Chas. W. Hoyt Co., N. Y. *rn sp*

GEO. W. CASWELL & Co., San Francisco (coffee & tea). Agency: Long Adv. Service, San Francisco. *n*

CATTELLI'S FOOD PRODUCTS, Montreal. Agency: E. W. Reynolds & Co., Toronto.

CENTENNIAL FLOURING MILLS Co., Seattle. Agency: Botsford, Constantine & Gardner, Seattle. *sp*

CENTILIVRE BREWING Co., Fort Wayne. Agency: Suedhoff & Co., Fort Wayne. *sa*

C-E-Z-R Co., Omaha (proprietary). *sa*

CHALLENGE CREAM & BUTTER ASSN., Los Angeles. Agency: Emil Brisacher & Staff, Los Angeles. *sa*

CHALYBEATE MFG. Co., San Francisco. Agency: Rufus Rhoades & Co., San Francisco. *rn sa*

CHAMBERLIN LABORATORIES, Des Moines (hand lotion). Agency: L. W. Ramsey Co., Davenport. *n sa t ta*

CHAPPEL BROS., Rockford, Ill. (Ken-L-Ration dog food). Agency: Ruthrauff & Ryan, Chicago. *n sp t*

CHARM PRODUCTS Inc., Los Angeles (cosmetics). *sa*

CHATTANOOGA MEDICINE Co., Chattanooga (proprietary). Agency: J. Carson Brantley, Salisbury, N. C. *ta sp sa*

CHERRY SPECIALTY Co., Chicago (Dainties). Agency: Oscar L. Coe & Associates, Chicago. *t sa*

CHESEBROUGH MFG. Co., New York (vaseline products). Agencies: McCann-Erickson, N. Y.; Pedlar & Ryan, N. Y. *n ta*

CHEVROLET MOTOR Co., Detroit (motor cars). Agency: Campbell-Ewald Co., Detroit. *rn*

CHICAGO BEDDING Co., Chicago. Agency: Newby, Peron & Flitcraft, Chicago. *sp*

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Ex. Vice-President

CHICAGO, BURLINGTON & QUINCY RAILWAY, Chicago. Agency: Reincke-Ellis-Younggreen & Finn, Chicago. *sa*

CHICAGO DISTILLED WATER & BEVERAGE Co., Chicago (root beer). Agency: Malcolm-Howard, Chicago. *sp*

CHICAGO ENGINEERING WORKS, Chicago (school). Agency: James R. Lunke & Associates, Chicago. *sp*

CHICAGO, MILWAUKEE, ST. PAUL & PACIFIC RY., Chicago. Agency: Roche, Williams & Cunnyngham, Chicago. *sa*

CHICAGO NATIONAL LEAGUE BALL CLUB, Chicago. Agency: Neisser-Meyerhoff, Chicago. *t sp*

CHICAGO SCHOOL OF NURSING, Chicago. Agency: James R. Lunke & Associates, Chicago. *sa*

CHICAGO TECHNICAL COLLEGE, Chicago (technical school). Agency: Critchfield & Co., Chicago. *sa sp*

CHILDS RESTAURANT Co., New York. Agency: Blackett-Sample-Hummert, N. Y. *sp*

CHILEAN NITRATE SALES Corp., New York (fertilizer). Agency: O'Dea, Sheldon & Canaday, N. Y. *t*

CHOCOLATE PRODUCTS Co., Chicago (Kayo bottled drink). Agency: McCord Co., Minneapolis. *sp sa*

CHRISTMAS CLUB Corp., New York. Agency: Brooke, Smith, French & Dorrance, N. Y. *t*

CHRYSLER Corp., Detroit (Chrysler, Dodge, DeSoto, Plymouth, Fargo autos & trucks). Agencies: Ruthrauff & Ryan, N. Y. (Dodge); J. Stirling Getchell, N. Y. (Plymouth, DeSota); Lee Anderson Adv. Co., Detroit. *n rn sp sa t ta*

CITIES SERVICE Co., New York (petroleum products, power). Agency: Lord & Thomas, N. Y. *n*

M. L. CLEIN & Co., Atlanta (Mentho Mulsion). Agency: Charles A. Rawson & Assoc., Atlanta. *sa*

CLEVELAND CLEANER & PASTE Co., Cleveland (wall paper cleaner). Agency: Campbell-Sanford Co., Cleveland. *sa*

CLIMAX CLEANER MFG. Co., Cleveland (wall paper cleaner). Agency: Carr Liggett Co., Cleveland. *sa*

CLUETT, PEABODY & Co., N. Y. (Arrow Sanforized shirts). Agency: Young & Rubicam, N. Y. *sp*

COCA COLA Co., Atlanta (beverage). Agency: D'Arcy Adv. Co., St. Louis. *n sp t*

COLEMAN LAMP & STOVE Co., Wichita, Kan. (house appliances). Agency: Ferry-Hanly Co., Kansas City. *sa t ta*

COLGATE-PALMOLIVE-PEET Co., Jersey City (soaps, etc.). Agencies: Benton & Bowles, N. Y.; Benton & Bowles-Chicago. *n sp t*

COLGATE-PALMOLIVE-PEET Co., Toronto. Agencies: Lord & Thomas, Toronto; L. J. Haegarty & Associates, Toronto. *sp sa n*

COLONIAL BEACON OIL Co., Boston (Esso). Agency: Marschalk & Pratt, N. Y. *sp*

COLONIAL DAMES Corp., Los Angeles (cosmetics). Agency: Glasser Adv. Agency, Los Angeles. *sa ta rn*

COLONIAL MOLASSES Co., Brooklyn and New Orleans. Agency: H. B. LeQuatte, N. Y. *sp sa*

COLONIAL STEAMSHIP LINE, New York. Agency: Albert Frank-Guenther Law, N. Y. *sa*

COLUMBIA RECORDING Corp., Bridgeport (phonograph records). Agency: Ward Wheelock, Philadelphia. *n*

COMET RICE Co., New York. Agency: Freitag Adv. Agency, Atlanta. *sp t*

COMMERCIAL SOLVENTS Corp., New York (Nor-Way anti-freeze). Agency: Maxon Inc., N. Y. *sa*

COMMUNITY OPTICIANS, Long Island City, N. Y. Agency: Commonwealth Adv. Agency, Boston. *rn sp*

COMPAGNIE PARISIENNE, San Antonio (perfume). Agency: Northwest Radio Adv. Co., Seattle. *t ta*

CONGRESS CIGAR Co., New York (La Palina). Agency: Marschalk & Pratt, N. Y. *n*

G. E. CONKEY Co., Cleveland (poultry feed). Agency: Rogers & Smith Adv. Agency, Chicago. *sp sa*

CONNORS BROS., Black's Harbor, N. B. (canned sea food). Agency: E. W. Reynolds & Co., Toronto. *sp*

CONSOLIDATED BISCUIT Co., Louisville (Hampton crackers). Agency: Mitchell-Faust Adv. Co., Chicago. *rn*

CONSOLIDATED BY-PRODUCTS Co., Philadelphia (Marco dog food). Agency: Philip Klein Adv. Agency, Philadelphia. *sp*

CONSOLIDATED CIGAR Corp., New York (Dutch Masters, etc.). Agency: Erwin Wasey & Co., N. Y. *n sa sp*

CONSOLIDATED DRUG TRADE PRODUCTS, Chicago. Agency: Benson & Dall, Chicago. *sp sa*

CONSOLIDATED EDISON Co., New York. Agency: McCann-Erickson, N. Y. *sp*

CONSOLIDATED PRODUCTS, Danville, Ill. (buttermilk products). Agency: Mace Adv. Agency, Peoria. *sp rn*

CONTADINA Co., Philadelphia (tomato paste). Agency: Barnes & Aaron, Philadelphia. *sp*

CONTI PRODUCTS Corp., New York (castile soap). Agency: Bermingham, Castleman & Pierce, N. Y. *t sp sa*

CONTINENTAL BAKING Corp., New York (Wonder bread & Hostess cake). Agency: Benton & Bowles, N. Y. *n sp sa t*

COOK CHOCOLATE Co., Chicago. Agency: Mason Warner, Chicago. *sa*

CHARLIE COOK Corp., New York (music-by-ear). Agency: H. C. Morris & Co., N. Y. *t*

THOMAS COOK & SON-WAGON-LITS, New York (tourist agents). Agency: L. D. Wertheimer, N. Y. *n*

CORDIN Corp., New York (proprietary). Agency: Brenallen Co., N. Y. *sp*

CORN PRODUCTS SALES Co., New York. Agencies: Gotham Adv. Co., N. Y. (Karo); Hellwig-Miller Co., N. Y. (Kremel, Linit). *n t*

L. L. CORYELL & SONS, Lincoln, Neb. (gas, oil). Agency: Christiansen-McPherson, Lincoln.

COSDEN OIL Corp., Fort Worth. Agency: Advertising Business Co., Fort Worth. *sp t*

COTY Inc., New York (cosmetics). Agency: J. D. Tarcher & Co., N. Y. *n*

REV. CHARLES E. COUGHLIN, Royal Oak, Mich. (religious, political). Agency: Aircasters, Detroit. *n*

COUNTRY HOME MAGAZINE, New York. *sa*

CRACKER JACK Co., Chicago (candy confection). Agency: Rogers & Smith, Chicago. *ta sp*

CRANBERRY CANNERS, S. Hanson, Mass. (Ocean Spray). Agency: Harry M. Frost Co., Boston. *sa sp rn*

CRAZY WATER Co., Mineral Wells, Tex. (Crazy Water Crystals). Agency: Rogers & Smith, Dallas. *n rn sp sa t*

CRAZY WATER Co., of Canada, Toronto (proprietary). Agency: Grow & Pitcher, Toronto. *t*

CREAM OF WHEAT Corp., Minneapolis (cereal). Agency: BBDO, Minneapolis. *sa*

CREAMETTE Co., Minneapolis (macaroni). Agency: John H. Dunham Co., Chicago. *t*

CREOMULSION Co., Atlanta (proprietary). Agency: Harvey-Massengale Co., Atlanta. *ta*

CRESCENT MACARONI Co., Davenport, Ia. *rn*

CRETE MILLS, Crete, Neb. (Victor flour). Agency: R. A. Moritz Co., Davenport, Ia. *rn*

CROSLEY DISTRIBUTING Corp., Cincinnati (radios, refrigerators). Agency: J. M. Mathes, N. Y. *sp*

CROWELL PUBLISHING Co., New York (*American*, *Womans Home Companion*, *Colliers*). Agency: McCann-Erickson, N. Y. *sp*

CROWN CORK & SEAL Co., Baltimore (Stero-Vac). Agencies: Harry B. Green & Co., Baltimore; Benjamin Eshleman Co., Philadelphia. *t sa*

CSO LABORATORIES, Dallas. Agency: Ratcliffe Adv. Agency, Dallas. *sa*

CUDAHY PACKING Co., Chicago (Puritan ham, Old Dutch cleanser). Agencies: Roche, Williams & Cunnyngham, Chicago; Reiwitch & Wittenberg, Chicago. *n sp t*

CUMMER PRODUCTS Co., Bedford, O. (Molle shaving cream, Energine). Agencies: Stack-Goble Adv. Agency, Chicago; (Kling dental powder), Lang, Fisher & Kirk, Cleveland. *n*

CURTICE BROTHERS Co., Rochester (Blue Label canned foods). Agency: N. W. Ayer & Son, N. Y. *sp rn*

CURTIS PUBLISHING Co., Philadelphia (*Saturday Evening Post*). Agency: BBDO, N. Y. *sa*

CURTIS SHOE Co., Marlboro, Mass. Agency: Harold Lewis Adv. Agency, Boston. *sa*

CUSHMAN'S SONS, New York (bakers). Agency: S. C. Croot Co., N. Y. *sa*

CUSTODIAN TOILETRIES Co., Chicago (cosmetics). Agency: H. W. Kastor & Sons, Chicago. *ta*

D

D & C CHEMICAL Co., Chicago. Agency: Jesse L. Stewart Agency, Chicago. *sp*

DAGGETT & RAMSDELL, New York (cosmetics). Agency: McCann-Erickson, N. Y. *t*

D'ARRIGO BROS. Co., Boston (Andy-Boy broccoli). Agencies: Neff-Rogow, N. Y; Badger & Browning, Boston. *sp sa rn*

R. B. DAVIS Co., Hoboken, N. J. (food products). Agencies: Ruthrauff & Ryan, N. Y.; (Cocomalt), J. M. Mathes Inc., N. Y.; Charles Dallas Reach, Newark, (Cut-Rite waxed paper); Charles W. Hoyt Co., N. Y. (O.K. baking powder); Sherman K. Ellis & Co., N. Y. (Davis baking powder). *n sp t*

DAVIS VITAMIN Corp., Hollywood (proprietary). Agency: Reuben H. Donnelly Corp., Los Angeles. *t sa*

DAY & NIGHT HEATER Co., Los Angeles. Agency: Hixson-O'Donnell Adv., Los Angeles. *sa*

DEAN STUDIOS, Omaha (photographs). Agency: Lessing Adv. Co., Des Moines. *sa*

DE FORREST RADIO TRAINING SCHOOL, Chicago. Agency: Presba, Fellers & Presba, Chicago. *t*

DEISEL-WEMMER-GILBERT Corp., Detroit (cigars). Agency: Brace Beemer, Detroit. *sp sa*

DEKALB AGRICULTURAL ASSN., DeKalb, Ill. (hybrid seed corn). Agency: Western Adv. Agency, Racine, Wis. *sp t*

R. U. DELAPENHA & Co., New York (Hartley's marmalade). Agency: Gotham Adv. Agency, N. Y. *rn*

DELAWARE, LACKAWANNA & WESTERN COAL Co., New York (Blue coal). Agency: Ruthrauff & Ryan, N. Y. *n t rn*

DEMOCRATIC STATE CENTRAL COMMITTEE, Los Angeles. Agency: Ray Davidson, Los Angeles. *rn*

DEPARTMENT OF FISHERIES, Ottawa. Agency: E. W. Reynolds & Co., Toronto. *n*

DERWOOD MILLS,' Derwood, Md. (dog food). Agency: Henry J. Kaufman Adv., Washington. *sa*

DESOTO MOTOR Corp., Detroit. Agency: J. Stirling Getchell, N. Y. *t*

DETROIT-MICHIGAN STOVE Co., Detroit. Agency: Holden, Graham & Clark, Detroit. *sa sp*

DETROLA Corp., Detroit (radios). Agency: Bass-Luckoff, Detroit. *n rn sp*

DIAMOND MATCH Co., Chico, Cal. (building materials). *sp*

DI-FUNCTION Co., Fort Worth. Agency: Hi Johnson, Fort Worth. *rn*

DR. DIXON'S DENTOL Co., New York (liquid dentifrice). Agency: Paul M. Titus, N. Y. *sp*

DODDS MEDICINE Co., Toronto (proprietary). Agency: A. J. Denne Co., Toronto. *sa.*

DODGE BROTHERS Corp., Detroit (motor cars). Agency: Ruthrauff & Ryan, N. Y. *rn sp sa t ta*

DODGE CLOTHES, New York. Agency: Advertising Arts Agency, Los Angeles. *sa sp*

J. G. DODSON PROPRIETARIES, Atlanta (Ironized Yeast, etc.). Agency: Ruthrauff & Ryan, New York. *t n*

PETER DOELGER Corp., New York (beer). Agency: Atherton & Currier, N. Y. *sp*

DOMESTIC PRODUCTS Corp., Wyandotte, Mich. (Clix drain solvent). *sp*

DOMINO CITRUS ASSN., Bradenton, Fla. Agency: Hevenor Adv. Agency, Boston. *sa*

DOUGLAS SHOE Co., Boston. Agency: N. W. Ayer & Son, Philadelphia. *sp*

DOYLE PACKING Co., Newark (Strongheart pet food). Agency: Chas. Dallas Reach Co., Newark.

DRI BRITE Inc., St. Louis (self-polishing wax). Agency: Gardner Adv. Co., St. Louis. *sa*

DRYDEN & PALMER, Long Island City (Gravy Master). Agency: Samuel E. Croot Agency, N. Y. *sa*

DUART MFG. Co., San Francisco (cosmetics). Agency: Howard E. Williams Adv. Agency, San Francisco. *sp rn*

P. DUFF & SON, Pittsburgh (Gingerbread Mix). *rn*

DUFFY-MOTT Co., New York (Sunsweet prune juice). Agency: Al Paul Lefton Co., Philadelphia. *rn*

DUNCAN COFFEE Co., Houston (Duncan coffee). Agency: Steele Adv. Agency, Houston. *sa rn*

ALFRED DUNHILL CIGARETTES, New York. Agency: Biow Co., N. Y. *n ta*

DUNN & McCARTHY, Auburn, N. Y. (shoes). Agency: Marschalk & Pratt, N. Y. *ta sp*

E. I. DU PONT DE NEMOURS & Co., Wilmington, Del. Agency: BBDO, N. Y. *sa sp n t*

DUQUESNE BREWING Co., Pittsburgh (Silvertop beer). Agency: Walker & Downing, Pittsburgh. *sp*

DURENE ASSN. OF AMERICA, New York (yarn). Agency: Kal Adv. Agency, Washington. *sa*

DURKEE-ATWOOD Co., Minneapolis (auto accessories). Agency: Graves & Associates, Minneapolis. *ta*

DURKEE-MOWER, Lynn, Mass. (Marshmallow Fluff). Agency: Harry M. Frost Adv. Agency, Boston. *sp rn sa*

E

EASTERN WINE Corp., New York. Agency: Austin & Spector, N. Y., *sp*

EDDY'S BAKERY, Helena, Mont. *sp*

EKHARDT-BECKER BREWING Co., Detroit. Agency: Brindley-Roth, Detroit. *rn*

ELECTRIC APPLIANCE SOCIETY OF NORTHERN CALIFORNIA. Agency: Jean Scott Frickleton, San Francisco. *sa*

ELECTRIC SERVICE COMPANIES of Texas. *rn*

ELGIN WATCH Co., Chicago. Agency: J. Walter Thompson Co., Chicago. *sa ta*

ELKO PHOTO FINISHING Co., Kansas City. Agency: Allen G. Smith Adv. Co., Kansas City. *sa*

ELLAY STORES, New York (Peoples' and Eagle credit clothing chain). Agency: Weill & Wilkins, N. Y.

EL PASO ELECTRIC Co., El Paso. *t*

EMERSON RADIO & PHONOGRAPH Corp., New York. Agencies: Lightfoot Associates, N. Y.; Grady & Wagner, N. Y. *sp rn n*

EMPIRE GOLD BUYING SERVICE, New York. Agency: Friend Adv. Agency, N. Y. *sa*

EMPIRE WALL PAPERS Ltd., Toronto. Agency: A. McKim Ltd., Toronto. *sp*

EMPLOYERS CASUALTY Co., Dallas. Agency: Ira DeJernett Agency, Dallas. *sp*

J. C. ENO Ltd., Toronto (Eno salts). Agency: Tandy Adv. Agency, Toronto. *sp*

ETHYL GASOLINE Corp., New York (petroleum products). Agencies: BBDO, N. Y.; Pacific Market Builders, Los Angeles. *sp n*

EUCATHOL Co., Shawnee, Okla. *rn*

EUCLID CANDY Co. of Calif., San Francisco (Red Cap candy). Agency: Sidney Garfiinkel Adv. Agency, San Francisco. *rn*

EVANS FUR Co., Chicago. *sp rn*

EX-CEL-SIS PRODUCTS Co., Salt Lake City. Agency: Gillham Adv. Agency, Salt Lake City. *sa*

EX-LAX MFG. Co., Brooklyn (laxative). Agency: Joseph Katz Co., Baltimore. *sa ta*

F

FADA RADIO & ELECTRIC Co., Long Island City (radios). Agency: Sternfield-Godley, N. Y. *sa*

DR. PETER FAHRNEY & SONS, Chicago (proprietary). Agency: Cramer-Krasselt, Milwaukee. *sa*

FAIRBANKS MORSE Co., Montreal (furnace blowers). Agency: J. J. Gibbons, Toronto. *sa*

FAIRFIELD MFG. Co., New York (Packard shavers). Agency: Al Paul Lefton, N. Y. *t*

FAIRYFOOT PRODUCTS Co., Chicago. Agency: Simmonds & Simmonds, Chicago. *sa*

FALSTAFF BREWING Corp., St. Louis (Falstaff beer). Agency: Sherman K. Ellis Co., Chicago. *sp sa n*

SALES

in a nutshell!

ITALIAN
JEWISH
POLISH
$ $ $

THE kernel of every Advertising campaign is Sales! That's why more and more National Advertisers, in *addition* to their English shows, are also using our ITALIAN, JEWISH and POLISH programs. They know that specialized Advertising in these *important* foreign language markets bears fruit —"Sales in a Nutshell!"

WPEN PHILADELPHIA 1000 WATTS

WM. PENN BROADCASTING COMPANY, PHILADELPHIA

DIRECTORY OF 1939 NATIONAL-REGIONAL RADIO ADVERTISERS

FARMACIA HIDALGO, Los Angeles (pharmaceutical). *sp*

FAULTLESS STARCH Co., Kansas City. Agency: Ferry-Hanly Co., Kansas City. *sp*

FRED FEAR & Co., Brooklyn (Chick Chick, Magic Wand egg dye). Agency: Menkin Adv., N. Y. *sa t*

FELS & Co., Philadelphia (Fels Naptha soap). Agency: Young & Rubicam, N. Y. *n sp t sa*

FELTMAN & CURME STORES Co., Chicago (shoes). Agency: McJunkin Adv. Co., Chicago. *sp*

FEMININE PRODUCTS, New York (Arrid deodorant). Agency: Street & Finney, N. Y. *ta sa*

H. FENDRICH, Evansville, Ind. (cigars). Agency: Ruthrauff & Ryan, Chicago. *n*

FENN BROS., New York (ice cream). Agency: BBDO, N. Y. *sp*

EARL FERRIS NURSERY Co., Hampton, Ia. Agency: Lessing Adv. Co., Des Moines. *sp*

FIRESTONE TIRE & RUBBER Co., Akron (tires & tubes). Agency: Sweeney & James Co., Cleveland. *n rn sa t*

FIRST NATIONAL STORES, Somerville, Mass. Agency: Badger & Browning, Boston. *rn*

B. FISCHER & Co., New York (Astor coffee). Agency: Neff-Rogow, N. Y. *sp*

FISCHER BAKING Co., New York. Agency: Neff-Rogow, N. Y. *sp*

FISHER FLOURING MILLS Co., Seattle (flour). Agency: McCann-Erickson, Seattle. *sp*

F. W. FITCH Co., Des Moines (shampoo). Agency: L. W. Ramsey Co., Davenport. *n sa t ta*

FITZPATRICK BROS., Chicago (Kitchen Kleanser, Automatic Soap Flakes). Agency· Neisser-Meyerhoff, Chicago. *sp*

FLAKO PRODUCTS Corp., New Brunswick, N. J. (pastry mix). Agency: H. B. LeQuatte, N. Y. *rn*

FLAMINGO SALES Co., Los Angeles (nail polish). Agency: Buchanan & Co., Los Angeles. *ta sa*

FRANK H. FLEER Corp., Philadelphia (gum). Agency: Blackett-Sample-Hummert, N. Y.

FLEX-O-GLASS MFG. Co., Chicago. Agency: Presba, Fellers & Presba, Chicago. *sa sp t*

FLODENT PRODUCT Co., New York (liquid dentifrice). Agency: Street & Finney, N. Y. *sp*

FLORIDA CITRUS COMMISSION, Tampa (fruit). Agencies: Ruthrauff & Ryan, N. Y.; Arthur Kudner, N. Y.; Erwin Wasey & Co., N. Y. *sa t n*

FLORIST TELEGRAPH DELIVERY ASSN., New York. Agency: Young & Rubicam, N. Y. *sa*

FOLEY & Co., Chicago (Honey & Tar compound). Agency: Lauesen & Salomon, Chicago. *sp t ta*

J. A. FOLGER & Co., Kansas City (coffee). Agency: Lord & Thomas, N. Y. *t*

J. A. FOLGER & Co., San Francisco (food). Agencies: Raymond R. Morgan Co., Hollywood; Blackett-Sample-Hummert, Chicago. *rn t sp*

FOOD & BEVERAGE BROADCASTERS ASSN. Agency: Emil Brisacher & Staff, San Francisco. *n*

J. B. FORD Co., Wyandotte, Mich. (chemicals). Agency: N. W. Ayer & Son, Philadelphia. *rn*

FORD MOTOR Co., Detroit (motor cars). Agencies: N. W. Ayer & Son, N. Y.; McCann-Erickson, N. Y. *n sp sa t ta rn*

FOSTER-MILBURN Co., Buffalo (Doanes pills). Agency: Spot Broadcasting, N. Y. *sa*

E. FOUGERA & Co., New York (Vapex, etc.). Agency: Small & Seiffer, N. Y. *sa t ta sp*

FOUR PENNY PRODUCTS Inc., Chicago (hair tonic). Agency: Newby, Peron & Flitcraft, Chicago. *sa*

I. J. FOX, New York (furs). Agency: Lew Kashuk Adv. Agency, N. Y. *n sp ta sa*

FOX WEST COAST THEATRES Corp., Los Angeles. Agency: Hillman-Shane Adv. Agency, Los Angeles. *sa t*

FRANCISCAN FATHERS, New York. Agency: Donald Peterson, N. Y. *rn*

FRANCO-AMERICAN BAKING Co., Los Angeles. Agency: Heintz, Pickering & Co., Los Angeles. *sa*

FREEDOM OIL WORKS, Pittsburgh. Agency: Albert P. Hill Co., Pittsburgh. *ta*

FRIARS of St. Christopher's Inn, Graymoor Monastery, Garrison, N. Y. (Ave Maria hour). *sp t*

FRIEND BROS., Boston (baked beans). Agency: Ingalls-Miniter Co., Boston. *sp rn*

FRIGIDAIRE DIVISION, General Motor Sales Corp., Dayton, O. (refrigerators). Agency: Lord & Thomas, Chicago. *sa ta*

FRITO WEST COAST Co., Los Angeles (salted corn chips). Agency: Lawrence Co., Los Angeles.

FROMM BROTHERS FUR RANCH, Hamburg, Wis. *rn*

FRUIT INDUSTRIES, New York (wine). Agency: Lawrence Fertig & Co., N. Y. *sp*

FRUIT INDUSTRIES Ltd., Los Angeles (Guasti wine). Agency: Emil Brisacher & Staff, Los Angeles. *ta*

FRUITATIVES Ltd., Ottawa (proprietary). Agency: Lord & Thomas, Toronto.

C. E. FULFORD Ltd., Toronto (proprietary). Agency: Metropolitan Bcstg. Service, Toronto. *sa*

W. P. FULLER & Co., San Francisco (paint). Agency: McCann-Erickson, San Francisco. *sa*

FURST-McNESS Co., Freeport, Ill. (food remedies). Agency: Rogers & Smith, Chicago. *sa*

G

GAFFERS & SATTLER, Los Angeles (stoves). Agency: J. H. Withington Co., Los Angeles. *rn*

GALLENKAMP STORES Co., San Francisco (shoes). Agency: Long Adv. Service, San Francisco. *sa rn*

GAMBARELLI & DAVITTO, New York (wines). Agency: DeBiasi Adv. Agency, N. Y. *sp*

GAMBLE STORES, Minneapolis (Anti-Freeze). Agency: BBDO, Minneapolis. *sa*

GARCIA GRANDE CIGARS, New York. Agency: Wesley Associates, N. Y. *sp*

GARDNER NURSERY Co., Osage, Ia. (plants). Agency: Northwest Radio Adv. Co., Seattle. *sp t ta sa*

GARST & THOMAS HYBRID SEED CORN Co., Coon Rapids, Ia. Agency: R. J. Potts & Co., Kansas City. *sp*

GAS APPLIANCE SOCIETY of California, San Francisco. Agency: Jean Scott Frickelton, San Francisco. *sp sa*

GAST BREWERIES, St. Louis. Agency: Kelly, Stuhlman & Zahrndt, St. Louis. *sa*

GEBHARDT CHILI POWDER Co., San Antonio (Chili). Agency: Pitluk Adv. Co., San Antonio. *sp ra*

GENERAL BAKING Co., New York (Bond bread). Agency: BBDO, N. Y. *n sp sa t ta*

GENERAL CIGAR Co., New York (William Penn cigar). Agency: J. Walter Thompson Co., N. Y. *n sa ta*

GENERAL DRY BATTERIES of Canada, Toronto. Agency: A. McKim, Toronto. *sp*

GENERAL ELECTRIC Co., Shenectady, N. Y., Cleveland (electrical devices). Agencies: Maxon Inc., Cleveland; BBDO, N. Y.; Foster & Davies, Cleveland. *n sa t*

GENERAL FOODS Corp., New York (Maxwell House coffee, Grape Nuts, etc.). Agencies: Young & Rubicam, N. Y. (Grape Nuts, Jell-O, Calumet Baking Powder, Frosted Foods, La France, Postum, Sanka); Benton & Bowles, N. Y. (Certo, Huskies, Maxwell House Coffee); Advertisers Broadcasting Co., N. Y. (Diamond Crystal Salt, Maxwell House). *n t sa ta sp*

GENERAL MILLS, Minneapolis (Gold Medal flour, etc.). Agencies: McCord Co., Minneapolis; Blackett-Sample-Hummert, Chicago: Knox Reeves Adv., Minneapolis. *n t sp sa ta*

GENERAL MOTORS Corp., Detroit (Olds division). Agency: D. P. Brother & Co., Detroit. *sa rn*

GENERAL SEAFOODS Corp., Boston (Forty Fathom fish). Agency: Alley & Richards Co., Boston. *t*

GENERAL SUGAR PRODUCTS Co., San Francisco. Agency: J. Walter Thompson Co., San Francisco. *t*

GEPPERT STUDIOS, Des Moines (photo enlargements). Agency: Coolidge Adv. Co., Des Moines. *sa*

GILLETTE SAFETY RAZOR Co., Boston. Agency: Maxon Inc., N. Y. *n rn sp*

GILLETTE SAFETY RAZOR Co. of Canada, Montreal. Agency: Maxon Inc., N. Y. *n*

GILLETTE TIRE & RUBBER Co., Eau Claire, Wis. Agency: Cramer-Krasselt Co., Milwaukee. *sp*

GILMORE OIL Co., Los Angeles (Red Lion, Record Breaker gasoline). Agency: Botsford, Constantine & Gardner, Los Angeles. *rn sa t sp*

GILSON MFG. Co., Guelph, Ont. (household appliances). Agency: R. C. Smith & Son, Toronto. *sp*

GLASS CONTAINER ASSN. OF AMERICA, N. Y. Agency: Courtland D. Ferguson Inc., Baltimore. *sa sp n*

GLISS'N PRODUCTS Co., Chicago (cleaner). *sa*

GLOBE BREWING Co., Baltimore (Arrow Special beer). Agency: Joseph Katz Co., Baltimore. *sp*

GLOBE & MAIL, Toronto (newspaper). Agency: MacLaren Adv. Co., Toronto. *t*

GLOBE GRAIN & MILLING Co., Los Angeles (flour). Agency: Dan B. Miner Co., Los Angeles. *rn sp*

GLOBE INVESTMENT Co., Los Angeles. Agency: Stodel Adv. Co., Los Angeles. *sp*

GLO-CO Co., Los Angeles (cosmetics). Agency: Barton A. Stebbins, Adv., Los Angeles. *sa*

GOLD STANDARD WATCH Co., Newton, Mass. Agency: Roberts & Reimers, N. Y. *sa*

GOLDEN PEACOCK Inc., Paris, Tenn. (cosmetics). Agency: H. W. Kastor & Sons, Chicago. *ta*

GOOCH FOOD PRODUCTS Co., Lincoln, Neb. (flour). Agency: Potts-Turnbull Adv. Co., Kansas City. *t sa sp*

GOOD LUCK FOOD Co., Rochester, N. Y. (prepared desserts) Agency: Hughes, Wolff & Co., Rochester. *sp sa rn*

GOOD & REESE NURSERIES, Springfield, O. Agency: Albert Kircher Co., Chicago. *sp t*

A. GOODMAN & SONS, New York (noodles). Agency: Al Paul Lefton, N. Y. *sp*

B. F. GOODRICH RUBBER Co., Akron (tires). Agencies: Ruthrauff & Ryan, N. Y.: (Seal O Matic inner tube) Buchanan & Co., N. Y. Griswold-Eshleman Co., Cleveland (tractor tires). *n sp sa t*

GOODYEAR TIRE & RUBBER Co., Akron. Agency: Arthur Kudner, N. Y. *n sp sa*

GORDON BAKING Co., Detroit (Silver Cup bread). Agency: Young & Rubicam, Detroit. *n rn sp*

GORE PRODUCTS, New Orleans (proprietary). Agency: Pritchard & Thompson, New Orleans. *sp*

GORTON PEW FISHERIES Co., Gloucester, Mass. Agency: H. B. LaQuatte, N. Y. *sa*

GOSPEL BROADCASTING ASSN., Los Angeles (religious). Agency: R. H. Alber Co., Los Angeles. *sp rn n t*

MARION R. GRAY Co., Los Angeles (shirts). *sp*

GREAT WEST GARMENT Co., Edmonton, Alta. (mail order house). Agency: All Canada Radio Facilities, Montreal. *rn t*

GREAT WESTERN SUGAR Co., Denver. *sa*

GRECO CANNING Co., San Francisco. Agency: Emil Brisacher & Staff, San Francisco. *rn*

GREETING CARD PUBLISHERS, New York. Agency: Badger & Browning, N. Y. *sa*

GREYHOUND MANAGEMENT, Cleveland (bus transportation). Agency: Beaumont & Hohman, Cleveland. *sa t*

GRIESEDICK BROS., St. Louis (beer). Agency: BBDO, Chicago. *sp sa*

GRIFFIN MFG. Co., Brooklyn (shoe polish). Agency: Bermingham, Castleman & Pierce, N. Y. *sa n sp*

GROCERY STORE PRODUCTS, New York (Fould's macaroni, etc.). Agencies: Ruthrauff & Ryan, N. Y. (Kitchen Bouquet); Sherman K. Ellis & Co., N. Y. *sa sp*

L. O. GROTHE Ltd., Montreal (tobacco). Agency: Vickers & Benson, Montreal.

GROVE LABORATORIES, St. Louis (proprietary). Agencies: H. W. Kastor & Sons Adv., N. Y.; Stack-Goble Adv. Agency, N. Y. *n ta t sa*

GROVE LABORATORIES, Toronto (proprietary). Agency: R. C. Smith & Son, Toronto. *sa*

GRUEN WATCH Co., Cincinnati. Agency: McCann-Erickson, N. Y. *t sa*

GUARANTY UNION LIFE INSURANCE Co., Beverly Hills, Cal. Agency: Stodel Adv. Co., Los Angeles. *sp sa*

CHARLES GULDEN, New York (mustard). Agency: Charles W. Hoyt Co., N. Y. *sp n*

GULF BREWING Co., Houston (Grand Prize beer). Agency: Ruthrauff & Ryan, Chicago. *rn sp*

GULF OIL Corp., Pittsburgh (oil products). Agency: Young & Rubicam, N. Y. *n sa sp t*

GULF STATES UTILITIES Co., Beaumont, Tex. *t*

GUM Inc., Philadelphia (penny gum). Agency: Austin & Spector, N. Y. *ta*

GUNTHER BREWING Co., Baltimore. Agency: Erwin, Wasey & Co., N. Y. *sp sa t*

GYPSUM, LIME & ALABASTINE of Canada, Toronto. Agency: McConnell, Eastman & Co., Toronto. *t*

H

H&H CLEANER Co., Des Moines (rug cleaner). Agency: John H. Dunham Co., Chicago. *ta*

HAAS BARUCH & Co., Los Angeles (Iris coffee). Agency: Robert Smith Adv. Agency, Portland, Ore. *ta*

HAIR TRIMMER SALES, Chicago. Agency: Selviair Broadcasting System, Chicago. *sa*

HALL BROS., Kansas City (greeting cards). Agency: Henri, Hurst & McDonald, Chicago. *sp*

HALL HARDWARE Co., Minneapolis. Agency: Campbell-Mithun, Minneapolis. *sa*

HAMBLYN & METCALF, Kitchener, Ont. (chocolate). Agency: All-Canada Radio Facilities, Toronto. *t*

HAMLINS WIZARD OIL Co., Chicago. *sa*

JAMES HANLEY Co., Providence, R. I. (ale). Agency: Harold Cabot & Co., Boston. *rn*

HANOVIA CHEMICAL & MFG. Co., Newark (sun lamps). Agency: Scheck Adv. Agency, Newark. *sp*

CHR. HANSEN'S LABORATORY, Little Falls, N. Y. (Junket dessert). Agency: Mitchell-Faust Adv. Co., Chicago. *sp t*

CHR. HANSEN LABORATORIES, Toronto (Junket). Agency: A. McKim Ltd., Toronto. *sa*

HARTZ MOUNTAIN PRODUCTS, New York (bird seed). Agency: George H. Hartman Co., Chicago. *sa sp*

HARVEY-WHIPPLE, Springfield, O. (Mastercraft oil burners). Agency: Willard G. Myers, N. Y. *sp t*

HASKINS BROS. & Co., Omaha (Blue Barrel soap). Agency: Buchanan-Thomas Adv. Agency, Omaha. *sa sp*

HAV-A-TAMPA CIGAR Co., Tampa, Fla. *sa*

HAWAIIAN PINEAPPLE Co., Honolulu (Dole). Agencies: Young & Rubicam, N. Y.; N. W. Ayer & Son, Philadelphia. *n*

HAWK & BUCK Co., Fort Worth (work garments). Agency: P. J. Bayett Jr., Fort Worth. *rn*

HEALTHAIDS Inc., Jersey City (Serutan vitamin beverage). Agency: Austin & Spector, N. Y. *t rn sp*

HECKER PRODUCTS Corp, New York (Shinola, Two-in-One, Force cereal, flour, etc.). Agencies: BBDO, N. Y. (shoe polish); Erwin, Wasey & Co., N. Y. (flour, Force cereal). *n sp t ta sa*

JAMES HEDDON'S SONS, Dowagiac, Mich. (fishing tackle). Agency: Rogers & Smith, Chicago. *sa ta*

H. J. HEINZ Co., Pittsburgh (food). Agency: Maxon Inc., Detroit. *n t sa ta rn*

HEMPHILL DIESEL SCHOOLS, Chicago. Agency: Critchfield & Co., Chicago. *sa sp*

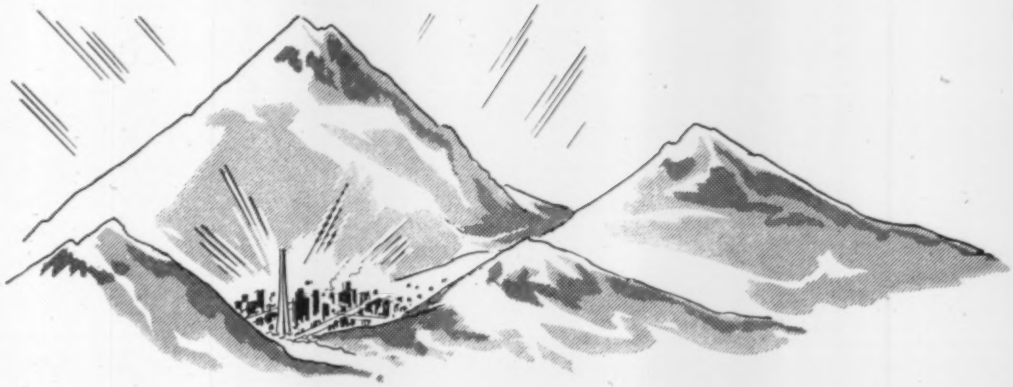
DR. HESS & CLARK Inc., Ashland, O. Agency: N. W. Ayer & Son, Philadelphia. *sa sp t ta*

HEWETSON SHOE Co., Brampton, Ont. Agency: R. C. Smith & Son, Toronto. *sa*

HIGH'S ICE CREAM Co., Washington (dairy products). Agency: Courtland D. Ferguson, Washington. *sa*

CHARLES E. HIRES Co., Philadelphia (root beer). Agency: O'Dea, Sheldon & Canaday, N. Y. *sa ta*

DON'T MAKE MOLE HILLS OF THESE MOUNTAINS



98,000 Families
Without Effective Daytime Network Coverage!

But we eat down here—and brush our teeth, wash, furnish our homes, drive our cars, listen to our radios and do everything else you'd expect us to do with $100,000,000 cash to spend every year.

When Are YOU Comin' 'Round The Mountain?

Get Your Share in this Fertile Market!

800 Kc.
Clear Channel
250 Watts

WTBO

Cumberland, Maryland

And Seventeen Adjacent Counties in Maryland,
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NBC and World Transcriptions
United Press

Quaker Network
Maryland Coverage Network

Nat'l Representative
JOSEPH H. McGILLVRA

DIRECTORY OF 1939 NATIONAL-REGIONAL RADIO ADVERTISERS

DR. HISS FOOT CLINIC, Los Angeles. Agency: Ruth Hamilton Associates, Los Angeles. *rn*

HOLLAND FURNACE Co., Holland, Mich. Agency: Ruthrauff & Ryan, Chicago. *n*

HOLLINGSHEAD Corp., Camden, N. J. (All-Nu wax). Agency: Ted Nelson, N. Y. *sa*

H. P. HOOD & SONS, Boston, Mass. (milk). Agency: Harold Cabot & Co., Boston. *ta*

EDNA WALLACE HOPPER, Jersey City (cosmetics). Agency: Blackett-Sample-Hummert, N. Y. *n*

HORLICK'S MALTED MILK Corp., Racine, Wis. (malted milk). Agencies: Roche, Williams & Cunnyngham, Chicago; Lord & Thomas, Chicago. *n sp t*

GEO. A. HORMEL & Co., Austin, Minn. (canned food). Agency: BBDO, Minneapolis. *sa sp rn n*

M. W. HOUCK & BRO., New York (food distributors). Agency: Alley & Richards Co., N. Y. *sp*

B. HOUDE Co., Montreal (Comfort tobacco). Agency: Whitehall Bcstg. Co., Montreal. *t*

HOUSEHOLD FINANCE Corp., Chicago (family finance service). Agency: BBDO, Chicago. *n rn sa t sp*

HOUSEHOLD MAGAZINE, Topeka. Agency: Presba, Fellers & Presba, Chicago. *sp t*

HOUSTON MILLING Co., Houston (American Maid flour). Agency: Mertens & Price, Los Angeles. *t*

HOWARD CLOTHES Inc., New York. Agency: Redfield-Johnstone, N. Y. *sp*

HOXIE FRUIT Co., Des Moines. Agency: R. J. Potts & Co., Kansas City. *rn*

HUDSON MOTOR CAR Co., Detroit (Motor cars). Agency: Brooke, Smith, French & Dorrance, Detroit. *n t sa rn*

E. GRIFFITH HUGHES Co., Manchester, England (Kruschen salts). Agency: Cockfield-Brown & Co., Toronto. *sa*

HULMAN & Co., Terre Haute, Ind. Agency: Arbee Agency, Terre Haute. *sa*

HUMBLE OIL & REFINING Co., Houston. Agency: Franke-Wilkinson-Schiwetz, Houston. *n sa sp*

HYDE PARK BREWERIES, St. Louis. Agency: Ruthrauff & Ryan, St. Louis. *sp*

I

ILLINOIS BELL TELEPHONE Co., Chicago (Red Book directory). Agency: N. W. Ayer & Son, Chicago. *sa*

ILLINOIS CENTRAL RAILROAD, Chicago. Agency: Caples Co., Chicago. *sp t*

IMPERIAL LIFE INSURANCE Co., Los Angeles. Agency: W. B. Ross & Associates, Los Angeles. *sp*

IMPERIAL OIL Ltd., Toronto. Agency: MacLaren Adv. Co., Toronto. *n*

IMPERIAL OPTICAL Ltd., Toronto (chain). Agency: Associated Broadcasting Co., Toronto. *sp*

IMPERIAL SUGAR Co., Sugarland, Texas. Agency: Tracy-Locke-Dawson, Dallas. *sp t rn*

IMPERIAL TOBACCO Co., Montreal. Agency: Whitehall Bcstg. Ltd., Montreal. *n t*

IMPERIAL VARNISH & COLOR Ltd., Toronto. Agency: Norris-Patterson, Toronto. *ta t*

INDEPENDENT GROCERS ALLIANCE DISTRIBUTING Co., Chicago (IGA brands). Agency: Ruthrauff & Ryan, Chicago. *sp ta rn*

INDEPENDENT HALVAH & CANDIES, New York. Agency: Louis E. Shecter Adv. Agency, N. Y. *sp*

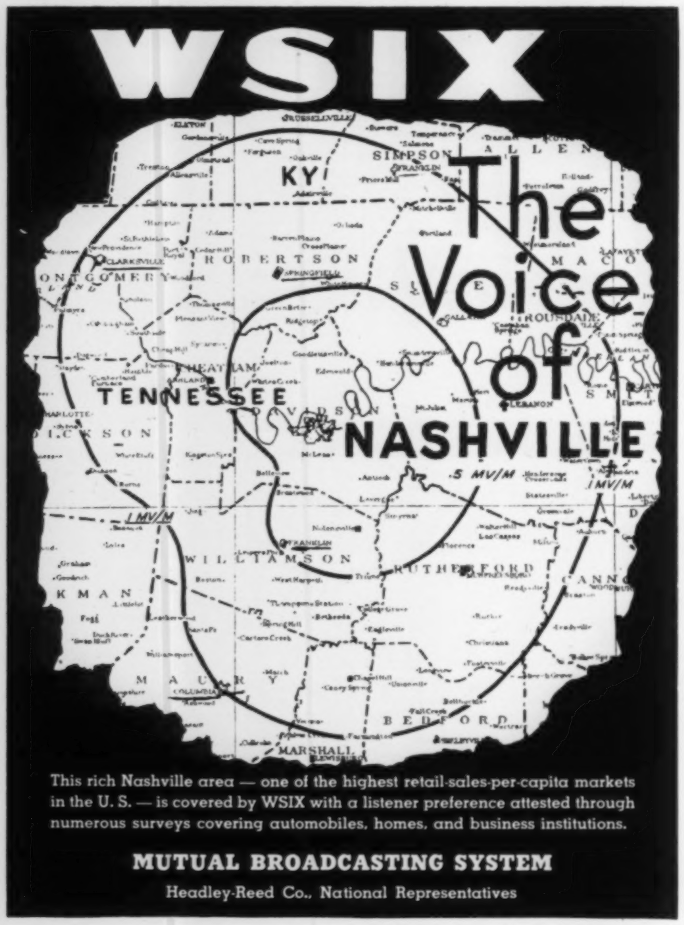
INDEPENDENT PACKING Co., St. Louis. Agency: Gardner Adv. Co., St. Louis. *sp t*

INDUSTRIAL TRAINING Corp., Chicago (technical school). Agency: James R. Lunke & Associates, Chicago. *t n ta rn*

INKOGRAPH Co., New York (fountain pens). Agency: Peck Adv. Agency, N. Y. *sa*

INSTITUTE OF APPLIED SCIENCE, Chicago (correspondence school). Agency: Matteson-Fogarty-Jordan Co., Chicago. *sp*

INSURANCE INFORMATION SERVICE, Chicago (reclaiming lapsed policies). Agency: First United Broadcasters, Chicago. *sa*



This rich Nashville area — one of the highest retail-sales-per-capita markets in the U. S. — is covered by WSIX with a listener preference attested through numerous surveys covering automobiles, homes, and business institutions.

MUTUAL BROADCASTING SYSTEM

Headley-Reed Co., National Representatives

INTERNATIONAL CELLUCOTTON PRODUCTS Co., Chicago (Kleenex). Agency: Lord & Thomas, Chicago. *n*

INTERNATIONAL HARVESTER Co., Chicago (twine). Agencies: Aubrey, Moore & Wallace, Chicago; (McCormick-Deering dealers) McCord Co., Minneapolis. *sa sp*

INTERNATIONAL SHOE Co., St. Louis (Red Goose shoes). Agencies: D'Arcy Adv. Co., St. Louis; Henri, Hurst & McDonald, Chicago. *sa rn sp*

INTERNATIONAL SILVER Co., Meriden, Conn. (silverware). Agency: Young & Rubicam, N. Y. *n*

INTERNATIONAL SILVER Co., Toronto (silverware). Agency: Young & Rubicam, Toronto. *n*

INTERNATIONAL VITAMIN Corp., New York. Agency: Bisberne Adv. Co., Chicago. *sa*

INTERSTATE BAKERIES Corp., Los Angeles. Agency: Scholtz Adv. Service, Los Angeles. *rn*

INTERSTATE COTTON OIL REFINING Co., Sherman, Tex. Agency: Wilson-Crook, Dallas. *rn sp*

INTERSTATE LABS, Louisville (Oculine). *sa*

INTERSTATE NURSERIES, Hamburg, Ia. *sp*

INTERSTATE TRANSIT LINES, Salt Lake City. Agency: Beaumont & Hohman, Omaha. *sp sa*

IODENT CHEMICAL Co., Detroit (toothpaste). Agency: Vanderbe & Rubens, Chicago. *sa*

IODISE MFG. Co., Clinton, N. J. (corn remedy). Agency: White-Lowell Co., N. Y. *sa*

IOWA SOAP Co., Burlington, Ia. *sp*

IRONIZED YEAST Co., Atlanta, Ga. (yeast tablets). Agency: Ruthrauff & Ryan, N. Y. *n sp sa t*

IRRESISTIBLE Inc., Jersey City (cosmetics). Agency: Wesley Associates, New York. *rn*

IVANHOE FOODS, Auburn, N. Y. (Salanaise salad dressing). Agency: Moser & Cotins, Utica, N. Y. *sa sp*

J

JAPANESE COMMITTEE ON TRADE & INFORMATION, San Francisco (travel bureau). Agency: Brewer-Weeks Agency, San Francisco. *sp*

JELL-WELL DESSERT Co., Los Angeles. Agency: Lord & Thomas, Los Angeles. *rn sa sp t*

JERGENS-WOODBURY SALES Corp., Cincinnati (Woodbury's soap, Jergens lotion). Agency: Lennen & Mitchell, N. Y. *n rn*

JESTS Inc., Brooklyn (antiacid). Agency: Joseph Katz Co., N. Y. *sa*

JEWELL STOVE Co., Detroit. Agency: Holden, Graham & Clark, Detroit. *sa*

JEWELL TEA Co., Chicago (foods). Agency: McJunkin Adv. Co., Chicago. *sa*

JOBBERS PETROLEUM SALES Corp., San Francisco (Hancock gasoline). Agency: Charles H. Mayne Co., Los Angeles. *rn*

S. C. JOHNSON & SON, Racine, Wis. (Johnson's floor wax). Agency: Needham, Louis & Brorby, Chicago. *n sp sa*

S. C. JOHNSON & SON, Brantford, Ont. (wax). Agency: Needham, Louis & Brorby, Chicago. *t n*

WALTER H. JOHNSON CANDY Co., Chicago (Power House candy). Agency: Campbell-Ewald Co., Chicago. *t*

JOHNSON, CARVELL & MURPHY, Los Angeles (ant paste). Agency: Heintz, Pickering Co., Los Angeles. *sa rn sp*

JOURNAL OF LIVING PUBLICATIONS Corp., New York (V-Bev). Agency: Austin & Spector, N. Y. *sp t*

JUSTRITE Co., Philadelphia (bird supplies). Agency: Richard A. Foley Adv. Agency, Philadelphia. *sa*

JUSTRITE PET FOODS, Montreal. Agency: J. J. Gibbons, Montreal.

K

KANNUSA MFG. Co., Toronto (skin ointment). Agency: Grow & Pitcher Broadcasting Agencies, Toronto. *sa*

KARITH CHEMICAL Co., Chicago (cleaner). Agency: Albert Kircher Co., Chicago. *sp*

KATZ DRUG Co., Kansas City. *sp*

H. KAYE Co., Trenton, Ont. (sport clothes). Agency: McConnell, Eastman & Co., Toronto. *ta*

KEELEY INSTITUTE, Dwight, Ill. Agency: Beaumont & Hohman, Chicago. *sa*

KELLOGG Co., Battle Creek, Mich. Agencies: J. Walter Thompson Co., Chicago (Corn Flakes, Rice Krispies, Krumbles, All-Rye and Whole Wheat biscuits); Kenyon & Eckhardt, N. Y. (All-Bran, Pep, Gro-Pup, Bran Flakes); Hays MacFarland & Co., Chicago (Wheat Krispies and feeds). *n sp sa t ta*

KELLOGG Co. of Canada, London, Ont. (cereal). Agencies: N. W. Ayer & Son, Toronto; J. Walter Thompson Co., Toronto. *t*

KEM LABORATORIES, Jersey City (liquid plant food). Agency: Williams & Saylor, N. Y. *sp*

KEMP BROS. PACKING Co., Frankfort, Ind. (tomato juice). Agency: Caldwell-Baker Co., Indianapolis. *sp*

KEMP & LANE, LeRoy, N. Y. (Orangeine headache powder). Agency: Hughes, Wolff & Co., Rochester. *sa ta*

KENNEDY MFG. Co., Montreal (Sapho insecticide). Agency: Dominion Broadcasting Co., Toronto. *t*

KEYSTONE STEEL & WIRE Co., Peoria, Ill. (fences). Agencies: Mace Adv. Co., Peoria, Ill.; Russell M. Seeds Co., Chicago (WLW only). *rn sp*

M. A. KING Co., Somerville, Mass. (Statler towels). Agency: Chambers & Wiswell, Boston. *rn*

KIP Corp., Los Angeles (sunburn ointment). Agency: Philip J. Meany Co., Los Angeles. *ta*

KIRKMAN & SON, New York (soap). Agency: N. W. Ayer & Son, N. Y. *n sp*

KIRSCH BEVERAGES, Brooklyn. Agency: Gussow-Kahn & Co., N. Y. *sp*

KITCHEN ART FOODS, Chicago. Agency: Earle Ludgin Inc., Chicago. *sp*

KLEIN SOUP Co., Los Angeles (soup). Agency: Lawrence Co., Los Angeles.

KNAPP-MONARCH Co., St. Louis (electrical devices). Agencies: Anfenger Adv. Agency, St. Louis; Cramer-Krasselt Co., Milwaukee. *ta*

E. L. KNOWLES, Springfield, Mass. (Rubine liniment). Agency: Lawrence M. O'Connell, Springfield, Mass. *sa t*

KNOX Co., Los Angeles (Cystex). Agencies: Allen C. Smith Adv. Co., Kansas City; (Cystex) Benson & Dall, Chicago. *sp t*

KNOX GELATINE Co., Johnstown, N. Y. (Knox Sparkling gelatin). Agencies: Kenyon & Elkhardt, N. Y.; Federal Adv. Agency, N. Y. *sa t n sp rn*

KOHLER MFG. Co., Baltimore (proprietary). Agency: Courtland D. Ferguson, Baltimore. *sa*

KOLYNOS Co., New Haven (toothpaste). Agency: Blackett-Sample-Hummert, Chicago. *t n*

KRAFT-PHENIX CHEESE Corp., Chicago (cheese, etc.). Agencies: J. Walter Thomp-Co., Chicago; Needham, Louis & Brorby, Chicago (Magic Test eggs, Parkay oleo). *n sp sa*

KRAFT-PHENIX CHEESE Co., Montreal. Agency: J. Walter Thompson Co., Montreal. *n*

KRESS & OWEN Co., New York (Glyco-Thymoline). Agency: Peck Adv. Agency, N. Y. *sa*

KRO Co., Springfield, O. (Kills-Rats-Only). Agency: Erwin, Wasey & Co., N. Y. *sa*

KROGER GROCERY & BAKING Co., Cincinnati (grocers). Agency: Ralph H. Jones Co., Cincinnati. *t sa sp*

L

JOHN LABATT Ltd., London, Ont. (brewer). Agency: J. Walter Thompson Co., Toronto. *sp*

LA CHOY FOOD PRODUCTS, Detroit (Chinese food products). Agency: Blackett-Sample-Hummert, Chicago. *sa sp*

LADY ESTHER Co., Evanston, Ill. (powder, etc.). Agencies: Pedlar & Ryan, N. Y.; Lord & Thomas, N. Y. *n*

DR. J. O. LAMBERT Ltd., Montreal (cough medicine). Agency: J. E. Huot, Montreal. *sp*

LAMBERT PHARMACAL Co., St. Louis (Listerine, Milk-O-Mag). Agency: Lambert & Feasley, N. Y. *n sa t*

LAMBERT PHARMACAL Co. (Canada), Toronto (Listerine). Agency: Lambert & Feasley, N. Y. *t*

LAMONT, CORLISS & Co., New York (lotions, Nestle's). Agencies: J. Walter Thompson Co., N. Y., Lennen & Mitchell, N. Y. *n t sa rn n*

LANCASTER SEED Co., Paradise, Pa. Agency: C. F. Kern Agency, Philadelphia. *t*

LAND O'LAKES CREAMERIES, Minneapolis (butter). Agency: Campbell-Mithun, Minneapolis. *sa*

LANGENDORF UNITED BAKERIES, San Francisco. Agencies: Young & Rubicam, Los Angeles; Leon Livingston Adv. Agency, San Francisco. *rn sp*

LaPORTE PRODUCTION CREDIT Assn., LaPorte, Ind. *sa*

V. LaROSA, Brooklyn (macaroni). Agency: Commercial Radio Service, N. Y. *rn t sp*

LARUS & BRO. Co., Richmond, Va. (Edgeworth tobacco). Agency: Warwick & Legler, N. Y. *n rn sp t sa*

La TOURAINE COFFEE Co., Boston. Agency: Ingalls-Miniter Co., Boston. *sa*

LAWRY'S PRODUCTS, Los Angeles (seasoned salt). Agency: California Adv. Agency, Los Angeles. *sp*

LEA & PERRINS, New York (Worcestershire sauce). Agency: Schwimmer & Scott, Chicago. *sa*

THOMAS LEEMING & Co., New York (Baume Bengue). Agency: Wm. Esty & Co., N. Y. *n sa sp t*

LEHN & FINK PRODUCTS Co., New York. Agencies; Kenyon & Eckhardt, N. Y.; Lennen & Mitchell, N. Y. (Lysol, Pebeco); Kimball, Hubbard & Powel, N. Y. (Lesquendieu cosmetics); Merrill Adv. Co., N. Y. (special Pebeco program); Wm. Esty & Co., N. Y. (Hinds, Tussy cosmetics). *n sp t ta sa*

LEHN & FINK PRODUCTS Co., New York. Agency: (Lysol, Hinds Honey & Almond Cream) Lord & Thomas of Canada, Toronto.

LET'S DO SOMETHING ABOUT IT Inc., Oak Park, Ill. (political). Agency: Ruthrauff & Ryan, Chicago. *sp*

LEVER BROS Co., Cambridge, Mass. (Lux, Rinso). Agencies: Ruthrauff & Ryan, N. Y.; J. Walter Thompson Co., N. Y.; (Gold Dust, Silver Dust, Fairy Soap, Sunny Monday Soap) BBDO, N. Y.; (Lifebuoy) Wm. Esty & Co., N. Y. *n sp t sa*

LEVER BROS. Ltd., Toronto (soap). Agency: J. Walter Thompson Co., Toronto. *sa n*

LEWIS APPAREL STORES, New York. *t*

LEWIS HOTEL TRAINING SCHOOL, New York. Agency: Rose-Martin, N. Y.

LEWIS-HOWE Co., St. Louis (Tums, Nature's Remedy). Agencies: H. W. Kastor & Sons Adv. Co., Chicago; Stack-Goble Adv. Agency, Chicago. *sa t sp n ta*

LIBBY, McNEILL & LIBBY of Canada, Chatham, Ont. (condensed milk). Agency: McConnell, Eastman & Co., Toronto. *sa*

LIEBMANN BREWERIES, Brooklyn (Rheingold beer). Agency: Lord & Thomas, N. Y. *sa*

LIFE SAVERS Corp., Port Chester, N. Y. Agency: Young & Rubicam, N. Y. *sa*

LIGGETT & MYERS TOBACCO Co., New York (Chesterfield). Agency: Newell-Emmett Co., N. Y. *n*

LIGGETT DRUG Co., New York. Agency: Neff-Rogow, New York. *sp sa*

LILY MILLS Co., Shelby, N. C. (thread). Agency: Bennett Adv., High Point, N. C. *sa*

LIN-TOX Corp., Portchester, N. Y. (Smack insecticide). *sp*

THOMAS J. LIPTON, Hoboken, N. J. (teas). Agency: Young & Rubicam, N. Y. *rn sp sa*

THOMAS J. LIPTON, Toronto (tea). Agency: Vickers & Benson, Montreal. *sp n sa*

LIQUID VENEER Corp., Buffalo (polish). Agency: Ellis Adv. Co., Toronto. *sa*

LITTLE CROW MILLING Co., Warsaw, Ind. (pancake flour). Agency: Rogers & Smith, Chicago. *sp rn t*

LOCAL LOAN Co., Chicago. Agency: George H. Hartman Co., Chicago. *t*

LOFT Inc., Long Island City (candy). Agency: White Lowell Co., N. Y. *sp*

LOMA LINDA FOOD Co., Arlington, Cal. (Ruskets). Agency: Lisle Sheldon Adv., Los Angeles. *rn*

LONGINES-WITTNAUER Co., New York (clocks, watches). Agency: Arthur Rosenberg Co., N. Y. *sa sp*

LOOK Inc., Des Moines (magazine). Agencies: Schwimmer & Scott, Chicago; Critchfield & Co., Chicago; Fairall Agency, Des Moines. *rn sa sp t ta*

LOOSE-WILES BISCUIT Co., Long Island City, N. Y. (Krispy Krackers, etc.). Agency: Newell-Emmett Co., N. Y. *sp*

P. LORILLARD Co., New York (Old Gold cigarettes). Agency: Lennen & Mitchell, N. Y. *n t sp sa*

LOS ANGELES BREWING Co., Los Angeles. Agency: Lockwood-Shackelford Adv. Agency, Los Angeles. *sa*

LOS ANGELES SOAP Co., Los Angeles (White King soap). Agency: Raymond R. Morgan Co., Los Angeles. *sa sp rn ta*

JOE LOWE Corp., New York (Popsicles). Agency: Biow Co., N. Y. *n t*

LOWE BROS. Co., Toronto (paint). Agency: MacLaren Adv. Co., Toronto. *sa*

WALTER M. LOWNEY Co., Montreal (chocolates). Agency: A. McKim, Montreal. *sp*

JOHN LUCAS & Co., Philadelphia (paint). Agency: Lewis Edwin Ryan Inc., Washington. *sa*

LUDENS, Reading, Pa. (cough drops). Agency: J. M. Mathes, N. Y. *n sa sp*

GEORGE W. LUFT Co., Long Island City, N. Y. (Tangee cosmetics). Agency: Warwick & Legler, N. Y. *n*

LUMBERMAN'S CASUALTY INSURANCE Co., Chicago. Agency: McJunkin Adv. Co., Chicago. *sp*

LUTHERAN LAYMEN'S LEAGUE, St. Louis. Agency: Kelly, Stuhlman & Zahrndt., St. Louis. *n*

LYON VAN & STORAGE Co., Los Angeles. Agency: Charles H. Mayne Co., Los Angeles. *rn sp t sa*

M

MACCABEES Assn., Detroit (insurance). *rn*

MACFADDEN PUBLICATIONS, New York. Agencies: Erwin, Wasey & Co., N. Y.; Stack-Goble Adv. Agency, N. Y.; Arthur Kudner, N. Y.; Kenyon & Eckhardt, N. Y. *n sa sp rn*

MacFARLANE'S CANDY STORES, San Francisco (chain). Agency: Botsford, Constantin & Gardner, San Francisco. *t*

MADISON TOBACCO Co., Louisville (Grad cigarettes). *sp*

MAGAZINE REPEATING RAZOR Co., New York (Schick Injector razor). Agency: J. M. Mathes, N. Y. *n*

MAIL POUCH TOBACCO Co., Wheeling (chewing tobacco). *sp*

MAINE DEVELOPMENT COMMISSION, Portland (potatoes). Agency: Brooke, Smith, French & Dorrance, N. Y. *rn*

MALTEX CEREAL Co., Burlington, Vt. (Maltex). Agency: Samuel C. Croot Co., N. Y. *n sp sa*

MANHATTAN SOAP Co., New York. Agencies: Milton Weinberg Adv. Co., Los Angeles; (Sweetheart soap) Franklin Bruck Adv. Corp., N. Y. *n rn sp t sa ta*

MANTLE LAMP Co. of AMERICA, Chicago (Aladdin lamps). Agency: Presba, Fellers & Presba, Chicago. *sp sa t*

MANUFACTURERS TRUST Co., New York. Agency: McCann-Erickson, N. Y. *sp*

MARATHON OIL Co., Fort Worth. Agency: Byer & Bowman Adv. Agency, Columbus. *t*

MARINE ELECTROLYSIS ELIMINATOR Corp., Seattle (Restorit starch). Agency: Milne & Co., Seattle. *sp*

MARNEY FOOD Co., Huntington Park, Cal. (Marco pet food). Agency: Ivar F. Wallin Jr. & Staff, Los Angeles. *sp*

J. W. MARROW MFG. Co., Los Angeles & Chicago (Mar-O-Oil shampoo). Agency: Hays, MacFarland & Co., Chicago. *n sa t ta*

MARS Inc., Chicago (candy bars). Agency: Grant Adv. Inc., Chicago. *sp*

MARYLAND BAKING Co., Baltimore (ice cream cones). Agency: Austin & Spector, N. Y. *sa*

MARYLAND PHARMACEUTICAL Co., Baltimore (Rem, Rel). Agency: Joseph Katz Co., Baltimore. *sa ta*

MASSEY-HARRIS Co., Toronto (farm implements). *sp t*

MASTER LOCK Co., Milwaukee. Agency: Scott-Telander, Milwaukee. *sa*

EARL E. MAY SEED Co., Shenandoah, Ia. (seeds). Agency: Presba, Fellers & Presba, Chicago. *sp*

MAYTAG Co., Newton, Ia. (washing machines). Agency: McCann-Erickson, Chicago. *sa*

McCONNON & Co., Winona, Minn. (foods, cosmetics). Agency: McCord Co., Minneapolis. *sp*

McCORMICK SALES Co., Baltimore (tea, spices). Agency: VanSant, Dugdale & Co., Baltimore. *sa sp*

McILHENNY Co., Avery Island, La. (sauce). Agency: John H. Dunham Co., Chicago. *t*

McKENZIE MILLING Co., Quincy, Mich. (pancake flour). Agency: John H. Dunham Co., Chicago. *sp sa t*

McKESSON & ROBBINS, Bridgeport, Conn. (drugs, cosmetics). Agency: Sherman K. Ellis & Co., N. Y. *sa sp ta rn n*

MEGOWEN EDUCATOR FOOD Co. Lowell, Mass. (crackers). Agency: Badger & Browning, Boston. *sp*

MELORIPE FRUIT Co., Boston (bananas). Agency: BBDO, N. Y. *sa*

MELVILLE SHOE Corp., New York (John Ward, Thom McAn shoes). Agencies: Neff-Rogow, N. Y.; Schwimmer & Scott, Chicago. *sa*

MELVIN Co., Pasadena, Cal. (Rasema). Agency: Heintz, Pickering & Co., Los Angeles. *sa*

MENNEN Co., Newark (cosmetics, etc.). Agencies: H. W. Kastor & Sons Adv. Co., Chicago; (Quinsana deodorant) H. M. Kiesewetter Adv. Agency, N. Y. *sp n t*

MENTHOLATUM Co., Wilmington, Del. (proprietary). *sa ta*

METRO-GOLDWYN-MAYER FILM Corp., New York. Agency: Donahue & Coe, N. Y. *sa*

METROPOLITAN LIFE INSURANCE Co., New York. Agency: Young & Rubicam, N. Y. *sp t*

MICHIGAN BELL TELEPHONE Co., Detroit. Agency: N. W. Ayer & Son, Philadelphia. *sp rn*

MICHIGAN STATE APPLE COMMISSION, Lansing. Agency: Brooke, Smith, French & Dorrance, Detroit.

MID-CONTINENT, PETROLEUM Co. Tulsa, Okla. Agency: R. J. Potts & Co., Kansas City. *sa t ta sp*

JOSEPH MIDDLEBURY Jr. Inc., Boston (Midco dessert mix). Agency: Doremus & Co., Boston. *rn*

MIDLAND FLOUR MILLING Co., Kansas City (Town Crier flour). *sp ta sa*

MIDLAND TELEVISION Inc., Kansas City (school). Agency: R. J. Potts & Co., Kansas City. *sa*

MIDWEST PHOTO SERVICE, Janesville, Wis. Agency: Shaffer, Brennan, Margulis, St. Louis. *sa*

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MIKEOLITE Co., Kansas City. Agency: Ferry-Hanly Co., Kansas City. *sa*

MILES LABORATORIES, Elkhart, Ind. (Alka-Seltzer). Agency: Wade Adv. Agency, Chicago. *n sp t*

DR. MILES CALIFORNIA Co., Los Angeles (Alka-Seltzer). Agency: Associated Adv. Agency, Los Angeles. *sa sp*

MILES LABS., Toronto (Alka-Seltzer). Agency: Cockfield, Brown & Co., Toronto. *n*

ALBERT MILLER & Co., Chicago (Banquet potatoes). Agency: Mitchell-Faust Adv. Co., Chicago. *rn*

MILLER CEREAL MILLS, Omaha. Agency: Driver & Co., Omaha. *ta*

MINNEAPOLIS STAR-JOURNAL, Minneapolis (newspaper). *sp*

MINNESOTA CONSOLIDATED CANNERIES, Minneapolis (Butter Kernel corn, peas). Agency: Long Adv. Service, San Francisco. *sa sp*

MINUTE FOODS Ltd., Los Angeles (Magic Spred Jelly). Agency: Wm. A. Ingoldsby Co., Los Angeles. *t*

MIRROLIKE MFG. Co., Long Island City, N. Y. (furniture polish). Agency: Fishler, Zealand & Co., N. Y. *sa*

MIRUS LABS., New York (scalp treatment). Agency: Moore & Hamm, N. Y. *sa*

MISSION DRY Corp., Los Angeles (Orangeade). Agency: McCarty Co., Los Angeles. *ta*

MISSISSIPPI POWER & LIGHT Co., Jackson. *t*

MITCHELL FINANCE Corp., Los Angeles. Agency: Alvin Wilder Adv., Los Angeles. *sp sa*

MODERN FOOD PROCESS Co., Philadelphia (Thrivo dog food). Agency: Clements Co., Philadelphin. *n*

MODERN INDUSTRIAL BANK, New York. Agency: Metropolitan Adv. Co., N. Y. *sp*

MODERN LIVING HEALTH INSTITUTE, New York. Agency: Metropolitan Adv. Co., N. Y. *sp*

MODERN PACKING Co., New York (Balboa Oil). Agency: Commercial Radio Service Adv. Agency, N. Y. *t*

MOHAWK BEDDING Co., Chicago. Agency: Schwimmer & Scott, Chicago. *sp*

MONTEZUMA SCHOOL FOR BOYS, San Francisco. Agency: Clem Whitaker Adv., San Francisco. *rn*

MONTGOMERY BREWING Co., Montgomery, Minn. Agency: Greve Adv. Agency, St. Paul. *sa*

MONTICELLO DRUG Co., Jacksonville, Fla. (666 tablets). *rn*

MOODY BIBLE INSTITUTE, Chicago (religious). Agency: Critchfield & Co., Chicago. *n sp*

BENJAMIN MOORE & Co., New York (paint). *n sp sa*

JOHN MORRELL & Co., Ottumwa, Ia. (Red Heart dog food, soup, etc.). Agency: Henri, Hurst & McDonald, Chicago. *n rn sp t sa*

PHILIP MORRIS & Co., New York (Philip Morris cigarettes). Agency: Biow Co., N. Y. *n rn sp sa ta*

MORTON SALT Co., Chicago. Agency: Klau-Van Pietersom-Dunlap Asso., Milwaukee (Industrial & Smoked Salt division). *t ta*

MOUNTAIN STATES TELEPHONE & TELEGRAPH Co., Denver. *sa*

C. F. MUELLER Co., Jersey City, N. J. (Mueller's macaroni). Agency: Kenyon & Eckhardt, N. Y. *n sp sa*

E. B. MULLER & Co., Port Huron, Mich. (chicory). Agency: Charles A. Mason Adv. Agency, Detroit. *sa sp*

MULVENEY'S REMEDIES, Toronto. Agency: Tandy Adv. Agency, Toronto. *sp t*

MURPHY FEED PRODUCTS Co., Burlington, Wis. (folder). Agency: Wade Adv. Agency, Chicago. *sp sa*

MUSEBECK SHOE Co., Danville, Ill. Agency: Sehl Adv. Agency, Schenectady. *sa*

MUSTEROLE Co., Cleveland (Musterole & Zemo). Agency: Erwin, Wasey & Co., N. Y. *sa n t*

MUTUAL CITRUS PRODUCTS Co., Anaheim, Cal. (pectin). Agency: Charles H. Mayne Co., Los Angeles. *sa t ta*

MYSTIC LABS., Jersey City (deodorant). Agency: John F. Murray Adv. Agency, N. Y. *sp*

N

NACOR MEDICINE Co., Indianapolis. Agency: E. H. Brown Adv. Agency, Chicago. *ta*

NARRAGANSETT BREWING Co., Cranston, R. I. Agency: Arthur Braitsch & Associates, Providence. *rn*

NASH COFFEE Co., Minneapolis. Agency: Erwin Wasey & Co., Minneapolis. *t sa*

NASH-FINCH Co., Minneapolis (Y-B cigars). *sa*

NASH-KELVINATOR Corp., Kenosha, Wis. (autos, refrigerators). Agency: Geyer, Cornell & Newell, N. Y. *sp n sa t*

NASSOUR BROS., Los Angeles (cosmetics). Agency: Hugo Scheibner Inc., Los Angeles. *sa*

NATIONAL BISCUIT Co., New York. Agencies: McCann-Erickson, N. Y. (Premium crackers); Federal Adv. Agency, N. Y. (Shredded wheat); Lord & Thomas, N. Y. (Cubs). *n sa t*

NATIONAL DAIRY PRODUCTS Corp., New York (Sealtest). Agency: McKee & Albright, N. Y. *n t*

NATIONAL DRUG & CHEMICAL Co., Montreal. Agency: A. McKim Ltd., Montreal. *sp sa*

NATIONAL FUNDING Corp., Los Angeles (finance). Agency: Smith & Bull, Los Angeles. *sa sp*

NATIONAL LEAD Co., San Francisco (Dutch Boy paint). Agency: Erwin Wasey & Co., San Francisco. *sp rn*

NATIONAL PORCELAIN Co., Trenton, N. J. (ashtrays). Agency: Chas. Dallas Reach Co., Newark. *sp*

NATIONAL REFUND Co., Chicago (insurance advisors). Agency: First United Broadcasters, Chicago. *sp sa*

NATIONAL RODEO Assn., Hollywood. Agency: Allied Adv. Agencies, San Francisco. *sa sp*

NATIONAL TEA Co., Chicago (grocery chain). Agency: H. W. Kastor & Sons, Chicago. *sa*

NATIONAL VOICE, Los Angeles. Agency: Associated Adv. Agency, Los Angeles. *rn*

NAUGHTON FARMS, Waxahachie, Tex. (roses). Agency: Rogers & Smith, Dallas. *sp ta*

NEHI Corp., Columbus, Ga. (Nehi, Royal Crown beverages). Agencies: James A. Greene & Co., Atlanta; BBDO, N. Y. *n*

NELSON BROS. FURNITURE WAREHOUSE, Chicago (furniture, rugs). Agency: Selviair Broadcasting System, Chicago. *sp*

NESBITT FRUIT PRODUCTS, Los Angeles (Mak-A-Quart orangeade base). Agency: Chas. H. Mayne Co., Los Angeles. *sa*

NEVERLIFT Co., Chicago. Agency: Coe, Guy & Walter, Chicago. *sa*

NEW ENGLAND PRETZEL Co., Boston (O-Ke-Doke popcorn). Agency: J. Walter Thompson Co., N. Y. *rn*

NEW ENGLAND TELEPHONE & TELEGRAPH Co., Boston. Agency: Doremus & Co., N. Y. *sa*

NEW YORK DAILY MIRROR, New York. *sp*

NEW YORK, NEW HAVEN & HARTFORD RAILROAD, Boston. Agency: John C. Dowd, Boston. *sp*

NEW YORK STATE BRANDS & TRADE MARKS, Albany. Agency: J. M. Mathes, N. Y. *sp sa*

NEW YORK STATE BUREAU OF PUBLICITY, New York. Agency: Barlow Adv., Syracuse. *sp ta*

NEW YORK STATE MILK PUBLICITY BUREAU, Albany. Agency: J. M. Mathes, N. Y. *rn t sa*

NEW YORK TELEPHONE Co., New York. Agency: BBDO, N. Y. *sp*

NORTH AMERICAN ACCIDENT INSURANCE Co., Newark. Agency: Franklin Bruck Adv. Corp., N. Y. *sp n*

NORTHAM WARREN Corp., New York (Cutex). Agency: J. Walter Thompson Co., N. Y. *sa*

NORTHROP & LYMAN Co., Toronto (remedies). Agency: E. W. Reynolds & Co., Toronto. *sa*

NORTHWEST RADIO TELEVISION Co., Minneapolis. *rn*

NORTHWESTERN BELL TELEPHONE Co., Des Moines. Agency: Coolidge Adv. Co., Des Moines. *ta t*

NORTHWESTERN RAILROAD Co., Chicago. Agency: Caples Co., Chicago. *sp*

NORTHWESTERN YEAST Co., Chicago (Maca). Agencies: Hays MacFarland & Co., Chicago; Benson & Dall, Chicago. *sa sp*

NORWEGIAN GOVERNMENT (dried codfish). Agency: Friend-Weiner Adv. Co., N. Y. *sp*

NORWICH PHARMACAL Co., Norwich, N. Y. (Amolin). Agency: Wm. Esty & Co., N. Y. *ta*

NOVA-KELP Co., Toronto (medicinal). Agency: Dickson & Ford, Toronto. *rn sp*

NOXZEMA CHEMICAL Co., Baltimore (Noxema cream). Agency: Ruthrauff & Ryan, N. Y. *t n sp*

NU-ENAMEL CLEVELAND Co., Cleveland (paint). Agency: Campbell-Sanford Adv. Go., Cleveland. *sa*

NUTRENA MILLS, Kansas City (feeds). Agency: Simonds & Simonds, Chicago. *t*

O

OAKITE PRODUCTS, New York (Oakite cleanser). Agencies: Calkins & Holden, N. Y. *rn sp sa*

OAKLAND CHEMICAL Co., New York (Dioxogen Face Cream). Agency: Kleppner Co., N. Y. *sp n*

O'CEDAR OF CANADA, Toronto (floor polish). Agency: Dickson & Ford, Toronto. *sp*

W. LEE O'DANIEL Co., Fort Worth (Hillbilly flour). Agency: Albert Evans Adv. Agency, Fort Worth. *rn*

OHIO, OIL Co., Columbus. Agency: Byer & Bowman Adv. Co., Columbus. *rn n*

OKLAHOMA GAS & ELECTRIC Co., Oklahoma City. *rn*

OKLAHOMA STATE FAIR, Oklahoma City. *rn*

OLD TRUSTY DOG FOOD Co., Needham Heights, Mass. Agency: H. B. Humphrey Co., Boston. *rn*

OLDS MOTOR WORKS, Lansing, Mich. (motor cars). Agency: D. P. Brother & Co., Detroit. *sa rn*

OLIVER FARM EQUIPMENT Co., Chicago. Agency: Buchen Co., Chicago. *sp sa*

OLNEY & CARPENTER Co., Wolcott, N. Y. (potato sticks). Agency: Fuller & Smith & Ross, Cleveland.

OLSON RUG Co., Chicago (rugs). Agency: Presba, Fellers & Presba, Chicago. *sp sa rn n t*

OLYMPIC KNITWEAR, New York (sweaters). Agency: Hicks Adv. Agency, N. Y. *sa*

OMAR BAKERIES AND OMAR MILLS, Omaha. Agency: Lyle T. Johnston Adv. Co., Chicago. *t sa sp*

ONTARIO DEPT OF HIGHWAYS, Toronto. *sp*

OSHKOSH OVERALL Co., Oshkosh, Wis. (Oshkosh B'Gosh overalls). Agency: Ruthrauff & Ryan, Chicago. *sp t sa*

OSTREX Co., New York. Agency: Stoneman Adv., N. Y. *sa*

OWL DRUG Co., San Francisco (chain). Agency: Mac Wilkins & Cole, Seattle. *sa*

OXO, U. S. A., Boston (boullion cubes). Agency: Platt-Forbes, N. Y. *sa sp rn*

OXO Co. of Canada, Toronto (extracts). Agency: A. McKim Ltd., Montreal.

OYSTER SHELL PRODUCTS Co., New York (poultry grit). Agency: Brown & Thomas, N. Y. *sa*

P

PACIFIC BREWING & MALTING Co., San Francisco. Agency: Brewer-Weeks Co., San Francisco. *ta*

PACIFIC COAST BORAX Co., New York (20 Mule Team borax). Agency: McCann-Erickson, N. Y. *n rn*

PACIFIC GAS & ELECTRIC Co., San Francisco. *sp*

PACIFIC GREYHOUND LINES, San Francisco (bus travel). Agency: Beaumont & Hohman, San Francisco. *t sa rn*

PACKARD ELECTRIC SHAVER Co., New York. Agency: S. G. Krivit Co., N. Y. *t*

PACKARD MOTOR CAR Co., Detroit. Agency: Young & Rubicam, N. Y. *sa sp*

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PACQUIN Inc., New York (hand cream). Agency: H. W. Kastor & Sons Adv. Co., Chicago. *t sa*

PALMER BROS Co., New York (mattresses). Agency: Tucker Wayne & Co., Atlanta. *n*

PANCRUST PLATO Co., Houston (Crustene shortening). Agency: Tracy-Locke-Dawson, Houston. *rn*

PARAMOUNT PICTURES, New York. Agency: Buchanan & Co., N. Y. *n sa*

PARK & TILFORD, New York (Tintex). Agency: Charles M. Storm Co., N. Y. *sa*

PARKER DENTAL SYSTEM, San Francisco. Agency: Emil Brisacher & Staff, San Francisco. *rn*

PARKER-HERBEX Corp., New York (hair lotion). Agency: Wm. H. Rankin & Co., N. Y. *sp*

PARKIN HATCHERY, Shawnee, Okla. *rn*

PASA PEGA SALES Co., San Francisco (food products). *sp*

PATTERSON CANDY Co., Brantford, Ont. Agency: Richardson-Macdonald Adv. Service, Toronto. *t*

PETER PAUL Inc., Naugatuck, Conn. (Mounds & Dreams candy bar, Ten Crown gum). Agencies: Platt-Forbes, N. Y.; Emil Brisacher & Staff, Los Angeles. *t sa sp*

PAXTON & GALLAGHER, Omaha (Butternut coffee). Agency: Buchanan-Thomas Co., Omaha *sp rn*

PENICK & FORD, New York (Brer Rabbit molasses, MY-T-Fine dessert). Agencies: J. Walter Thompson Co., N. Y. (Brer Rabbit); BBDO, N. Y. (My-T-Fine). *t ta sa sp rn*

PEN-JEL Corp., Kansas City (pectin). Agency: R. J. Potts & Co., Kansas City. *sa*

PENN TOBACCO Co. Wilkes-Barre, Pa. (Kentucky Winners cigarettes, pipe tobacco). Agency: Ruthrauff & Ryan, N. Y. *n rn sp t*

WILLIAM PENN HOTEL, Los Angeles. Agency: Howard Ray Adv. Agency, Los Angeles. *sa*

J. C. PENNEY Co., New York (chain store). Agency: Pedlar & Ryan, N. Y. *sp*

PENNSYLVANIA SALT MFG. Co., Philadelphia (Lewis lye). Agency: Sherman K. Ellis & Co., N. Y. *sa rn*

PENNZOIL Co., Los Angeles. Agency: Mayers Co., Los Angeles. *rn*

PEOPLE'S CREDIT JEWELERS, Toronto (chain store). Agency: MacLaren Adv. Co., Toronto. *sp*

PEOPLE'S LINIMENT Co., Brooklyn. *sa*

DR. PEPPER Co., Dallas (Dr. Pepper beverages). Agency: Tracy-Locke-Dawson, Dallas. *sa t rn*

PEPSI-COLA Co., Long Island City, N. Y. (beverage). Agency: Newell-Emmett Co., N. Y. *sa ta*

PEPSINIC-SELTZER Co., Boston. Agency: Jamesway Inc., Boston. *rn*

PEPSODENT Co., Chicago (Pepsodent toothpaste). Agency: Lord & Thomas, Chicago. *n t*

PERFECTION STOVE Co., Cleveland. Agency: McCann-Erickson, Cleveland, *sa*

PERK FOOD Co., Chicago. Agency: Mason Warner, Chicago. *sa*

PERSONAL FINANCE Co., Newark (loan service). Agency: Blackett-Sample-Hummert, N. Y. *n*

PERSONNA BLADE Co., Newark. Agency: A. W. Lewin Co., Newark. *sa*

PET MILK SALES Corp., St. Louis (condensed milk). Agency: Gardner Adv. Co., St. Louis. *sp n sa*

PFEIFFER BREWING Co., Detroit. Agency: Martin, Frank & Atherton, Detroit. *sp t*

PHILADELPHIA DAIRY PRODUCTS Co., Philadelphia (ice cream). Agency: Scheck Adv. Agency, Newark. *sp*

DR. PHILIPS CANNING Co., Orlando, Fla. (canned grapefruit and grapefruit juice). Agency: Long Adv. Service, San Francisco. *sp*

LOUIS PHILIPPE Inc., Jersey City (cosmetics). Agency: Blackett-Sample-Hummert, N. Y. *n*

PHILLIPS PACKING Co., Cambridge, Md. (food). *sa sp*

CHAS. H. PHILLIPS CHEMICAL Co., New York (Haley's M-O, milk of magnesia). Agency: Blackett-Sample-Hummert, N. Y. *n*

PHILLIPS PETROLEUM Corp., Bartlesville, Okla. Agency: Lambert & Feasley, N. Y. *n sp*

MARY PICKFORD COSMETICS, New York. Agency: Campbell-Ewald Co., N. Y. *sa*

PILLSBURY FLOUR MILLS Co., Minneapolis. Agency: Hutchinson Adv. Co., Minneapolis. *n sp*

PILOT RADIO CORP., New York. Agency: Austin & Spector Co., N. Y. *sp*

PINEX Co., Fort Wayne, Ind. (Pinex cold remedy). Agency: Russell M. Seeds Co., Chicago. *sa n t rn sp*

LYDIA PINKHAM MEDICNE Co., Lynn, Mass. (proprietary). Agency: Erwin, Wasey & Co., N. Y. *t sp n*

PIONEER CANNERIES, Seattle (minced sea clams). Agency: J. Walter Thompson Co., San Francisco. *sa*

PIONEER HI-BRED CORN Co., Des Moines (seed). Agency: R. J. Potts & Co., Kansas City. *sp*

PITTSBURGH BREWING Co., Pittsburgh. Agency: Smith, Hoffman & Smith, Pittsburgh.

PITTSBURGH COAL Co., Pittsburgh. Agency: Walker & Downing, Pittsburgh. *ta rn*

PLOUGH, Inc., Memphis (St. Joseph's aspirin, Breethem). Agencies: Lake-Spiro-Cohn, Memphis; J. J. Gibbons Inc., Toronto. *sp*

PLYMOUTH MOTOR Corp., Detroit (motor cars). Agency: J. Stirling Getchell. *sa t n*

PLYMOUTH ROCK GELATINE Co., Boston (dessert). Agency: John W. Queen, Boston. *sp sa rn*

POCAHONTAS FUEL Co., Cleveland (stokers). Agency Bayliss-Kerr Co., Cleveland. *t*

POKON PLANTFOOD Co., Toronto. Agency: R. C. Smith & Son, Toronto. *sp*

POLICYHOLDERS ADVISORY COUNCIL, New York (insurance). Agency: R. J. Roberts Agency, N. Y. *sp*

POLYGRAPHIC CO. OF AMERICA, New York (book publishers) *sa*

POND'S EXTRACT Co., Toronto. Agency: J. Walter Thompson Co., Toronto. *sp*

PONTIAC MOTOR DIVISION, General Motors, Pontiac, Mich. (autos). Agency: MacManus, John & Adams, Detroit. *ta rn*

POSTAL TELEGRAPH-CABLE Co., New York. Agency: Biow Co., N. Y. *rn sa*

POSTEX COTTON MILLS, Dallas. Agency: Tracy-Locke-Dawson, Dallas. *rn*

POSTO-PHOTO Co., Camden, N. J. (photo service). Agency: Redfield-Johnstone, N. Y. *sp*

POTTER DRUG & CHEMICAL Co., Malden, Mass. (Cuticura soap). Agency: Atherton & Currier, N. Y. *ta sa*

PRACTICAL AIRCRAFT & DIESEL TRAINING Co., Detroit. Agency: Rickerd, Mulberger & Hicks, Detroit. *sp*

J. L. PRESCOTT Co., Passaic, N. J. (Oxol stove polish). Agency: Arthur Kudner, N. Y. *sa ta*

PRICE FLAVORING EXTRACT Co., Chicago. Agency: N. W. Ayer & Son, Philadelphia. *sa*

PRINCESS PAT Ltd., Chicago (cosmetics). Agency: Frank R. Steel & Assoc., Chicago. *n sp*

PROCTER & GAMBLE Co., Cincinnati (soap). Agencies: Compton Adv. Inc., N. Y. (Ivory, Duz, Fluffo, P & G, Crisco); Blackett-Sample-Hummert, Chicago (Oxydol, Lava, Dreft); Pedlar & Ryan, N. Y. (Camay, Chipso, Dash); H. W. Kastor & Sons Adv. Co., Chicago (Drene, Teel, Kirks, American Family). *n sp sa t ta*

PROCTER & GAMBLE Co. of Canada, Toronto. Agency: Pedlar & Ryan, N. Y. *t n*

PRUDENTIAL INSURANCE Co. of America, New York. Agency: Benton & Bowles, N. Y. *n*

PULLMAN Co., Chicago. Agency: Blackett-Sample-Hummert, Chicago. *sa*

PURE OIL Co., Chicago (Purol gasoline). Agency: Leo Burnett Co., Chicago. *n sp sa rn*

PUREPAC Corp., New York (Flemex cough syrup). Agency: Klinger Adv., N. Y. *sa sp rn*

PURITAN SALES Corp., Portland, Me. Agency: Louis Robert Korn, Portland. *sa sp rn*

PURITY BAKERIES Corp., Chicago (Taystee bread). Agency: Campbell-Mithun, Minneapolis. *rn sp t*

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Q

QUAKER OATS Co., Chicago. Agencies: Ruthrauff & Ryan, Chicago (Quaker Oats, Mother's Oats, Little Kurnels); Sherman K. Ellis, Chicago (Puffed Wheat & Rice, Aunt Jemima, Pettijohn's cereals); Gale & Pietsch, Chicago (Full O'Pep); Mitchell-Faust Adv. Co., Chicago (macaroni, muffets); Benton & Bowles, Chicago (Farina). *n sp sa t*

QUAKER OATS Co., Peterboro, Ont. (Ful-O-Pep Feed). Agency: Lord & Thomas, Toronto. *t*

QUICK MEAL CEREAL Co., Minneapolis (Perko). Agency: First United Broadcasters, Chicago. *sa*

R

RADIO COLLEGE of Canada, Toronto. Agency: R. C. Smith & Son, Toronto. *sa*

RADIO CORP. OF AMERICA, Camden, N. J. (radio sets, tubes). Agency: Lord & Thomas, N. Y. *n sp sa t ta*

RADIO ELECTRONIC TELEVISION SCHOOL, Chicago. Agency: Rickard, Mulberger & Hicks, Detroit. *sp*

RAILWAY EXPRESS AGENCY, New York. Agency: Caples Co., N. Y. *t sa*

RALSTON PURINA Co., St. Louis (cereal & feeds). Agency: Gardner Adv. Co., St. Louis. *n sa t*

RAMSDELL Inc., New York (Sulphur Cream—Rita Sav). Agency: William Irving Hamilton, N. Y. *n sp*

RAPINWAX Co., St. Paul (waxed paper). Agency: Mitchell-Faust Adv. Co., Chicago. *sp*

RAYLITE TRADING Co., New York (Christmas tree lights). Agency: Cramer-Krasselt Co., Milwaukee. *sa*

RED CROSS CHEMICAL Co., Providence, R. I. Agency: Lanpher & Schonfarber, Providence. *sa*

REFRIGERATION & AIR CONDITIONING Corp., Youngstown, O. Agency: National Classified Adv. Agency, Youngstown. *sp t*

REFRIGERATION & AIR CONDITIONING INSTITUTE, Chicago. Agency: James R. Lunke & Associates, Chicago. *n t*

REGAL SHOE Co., New York. Agency: Cecil & Presbrey, N. Y. *sp n*

REID, MURDOCH & Co., Chicago (Monarch foods). Agency: Rogers & Smith Adv. Agency, Chicago. *sp sa*

RELIABLE FLOUR Co., Boston. Agency: Bennett & Snow, Boston. *rn*

REMINGTON ARMS Co., Bridgeport, Conn. (Peters Cartridges). Agency: Ralph H. Jones Co., N. Y. *sa*

REMINGTON-RAND, Buffalo (Remington typewriters). Agencies: Leeford Adv. Agency, N. Y.; Franklin Bruck Adv. Corp., N. Y.; BBDO, N. Y. *n sp sa t*

RENAULT WINE Co., New York. Agency: White-Lowell Co., N. Y. *sa*

RETIREMENT LIFE PAYMENTS Assn., Hollywood. *rn sp*

RETONGA MEDICINE Co., Atlanta. Agency: Burton E. Wyatt & Co., Atlanta. *sp*

REVLON NAIL ENAMEL Corp., New York. Agency: Abbott Kimball Co., N. Y. *sa*

REX RESEARCH Corp., Toledo (Fly-Tox). Agency: Gordon Vlchek Co., Cleveland. *sa*

R. J. REYNOLDS TOBACCO Co., Winston-Salem (Camel cigarettes). Agency: Wm. Esty & Co., N. Y. *n sp ta*

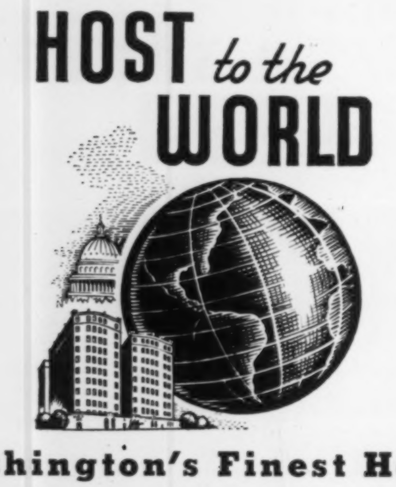
RICHARDS GLASS Co., Toronto (Rolls Razor). Agency: A. McKim Ltd., Toronto. *sa*

THOS. RICHARDSON Co., Philadelphia (candy). Agency: N. W. Ayer & Son, Philadelphia. *sa*

RICHARDSON & ROBBINS, Dover, Del. (canned food). Agency: Charles W. Hoyt Co., N. Y. *sa sp n*

RICHFIELD OIL Co., of California, Los Angeles (Richfield gas). Agency: Hixson-O'Donnell, Los Angeles. *n rn t ta sp*

RICHFIELD OIL Corp. of N. Y. (petroleum products). Agency: Sherman K. Ellis & Co., N. Y. *t sp ta*



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RICHMAN BROS. Co., Cleveland (men's clothes). Agency: McCann-Erickson, Cleveland. *sa sp*

F. AD RICHTER & Co., Brooklyn (proprietary). Agency: H. W. Kastor & Sons, N. Y. *ta*

RIESER Co., New York (Venida hair nets, snoods). Agency: E. T. Howard Co. N. Y. *sp*

RIGGIO TOBACCO Co., New York (Regent cigarettes). Agency: M. H. Hackett Co., N. Y. *sp sa*

RIO GRANDE OIL Co., Los Angeles. Agency: Hixon-O'Donnell, Los Angeles. *n rn t sp*

RIO GRANDE VALLEY CITRUS EXCHANGE, Weslaco, Tex. (grapefruit). Agency: Leche & Leche Adv., Dallas *ta sa*

RIT PRODUCTS Co., Chicago (Koolox shaving cream, dyes). Agency: Young & Rubicam, Chicago. *sp sa n ta*

HAROLD F. RITCHIE PRODUCTS, Toronto (proprietary). Agency: United Radio Adv. Agency, Toronto. *t*

P. J. RITTER Co., Bridgeton, N. J. (food). Agency: Clements Co., Philadelphia. *sp*

RIVAL PACKING Co., Chicago (Rival dog food). Agency: Chas. Silver & Co., Chicago. *sp t sa*

ROBIN HOOD MILLS, Montreal. Agency: F. W. Fisher & Co., Montreal. *t*

DR. FRANK B. ROBINSON, Moscow, Id. (Psychiana). Agency: Izzard Co., Seattle. *t*

ROCKWOOD & Co., Brooklyn (Pecan Feast). Agency: Federal Adv. Agency, N. Y. *sp*

ROMA MACARONI Co., San Francisco. Agency: Gelsi Medeot Adv. Agency, San Francisco. *sp*

ROMA WINE Co., Lodi, Cal. (Cella grape juice). Agencies: Cesana & Assoc., San Francisco; Anderson, Davis & Platt, N. Y. *sp rn*

ROMAN CLEANSER Co., Detroit. Agency: Gleason Adv. Co., Detroit. *sa*

HOTEL ROOSEVELT, New York. Agency: M. H. Hackett Co., N. Y. *sa*

ROSICRUCIANS ORDER, San Jose, Cal. (religious). Agency: Richard Jorgensen Adv., San Jose. *t rn*

DR. W. J. ROSS Co., Los Alamitos, Cal. (soap). Agency: Howard Ray Adv. Agency, Los Angeles. *sp*

DR. ROSS DOG & CAT FOOD Co., Los Angeles. Agency: Howard Ray Adv. Agency, Los Angeles. *sa sp*

ROYAL CANADIAN TOBACCO Co., Toronto. Agency: Metropolitan Bcstg. Co., Toronto. *sp*

ROYAL LACE PAPER WORKS, Brooklyn. Agency: Lawrence C. Gumbinner Adv. Agency, N. Y. *sa t*

HELENA RUBENSTEIN Inc., New York (cosmetics). Agency: Wesley Associates, N. Y. *sp*

RUMFORD CHEMICAL WORKS, Providence, R. I. (baking powder). Agency: H. B. Humphrey Co., Boston. *rn sp sa t*

JACOB RUPPERT BREWER, New York. Agency: Ruthrauff & Ryan, N. Y. *sa sp*

RUSSELL-MILLER MILLING Co., Minneapolis (Occident flour). Agency: Mitchell Adv. Agency, Minneapolis. *sp*

RUUD MFG. Co., Pittsburgh (hot water heaters). Agency: Bozell & Jacobs, Omaha.

S

SAFEWAY FEEDS, Forrest Park, Ill. Agency: Stack-Goble Adv. Agency, Chicago. *sa*

SAFEWAY STORES, Oakland, Cal. (grocery chain). Agencies: Lord & Thomas, Los Angeles (institutional); McCann-Ericson, San Francisco; (Lucerne milk) J. Walter Thompson Co., San Francisco. *n ta t sp sa*

ST. CHRISTOPHER'S INN, New York (religious). *rn*

ST. LAWRENCE STARCH Co., Port Credit, Ont. (Beehive syrup). Agency: McConnell, Eastman & Co., Toronto. *rn sp*

ST. LOUIS GOSPEL CENTER, St. Louis. *sp*

SALADA TEA Co. of Canada, Toronto. Agency: Thornton Purkis Adv. Agency, Montreal. *sp*

SALTESEA PACKING Co., Providence (clam chowder). Agency: Livermore & Knight Co., Providence. *sa sp*

SAMUEL STORES, New York (clothing). *sa*

SAN DIEGO CONSOLIDATED GAS & ELECTRIC Co., San Diego. *t*

SANTA FE RAILWAY, Los Angeles. Agency: Stack-Goble Adv. Agency, Chicago. *sa*

SANTA FE TRAIL TRANSPORTATION Co., Los Angeles (bus). Agency: Ferry-Hanly Co., Los Angeles. *sa*

SARGENT & Co., Des Moines (feed). Agency: Fairall & Co., Des Moines. *sp t*

SAWYER BISCUIT Co., Chicago. Agency: Neisser-Meyerhoff Inc., Chicago. *sp*

SCHEU PRODUCTS Co., Los Angeles (orchard heaters). Agency: Heintz, Pickering & Co., Los Angeles. *sa*

JACOB SCHMIDT BREWING Co., St. Paul. *sa*

J. M. SCHNEIDER Ltd., Kitchener, Ont. (meat). Agency: J. J. Gibbons, Toronto. *sp*

SCHOLL MFG. Co., Chicago (Dr. Scholl's foot appliances). Agency: Presba, Fellers & Presba, Chicago. *sp*

SCHUCKL & Co., San Francisco (Rancho soup). Agency: Lord & Thomas, San Francisco. *sp*

SCHULTZ-BAUJAN Co., Beardstown, Ill. (stock feed). Agency: Mace Adv. Agency, Peoria. *t*

SCHULZE BAKING Co., Chicago. Agency: R. J. Potts & Co., Kansas City. *sp*

SCHUTTER CANDY Co., Chicago. Agency: Coe, Guy & Walter, Chicago. *sa sp*

SCOTT PAPER Co., Chester, Pa. Agency: J. Walter Thompson Co., N. Y. *sa sp*

SCUDDER FOOD PRODUCTS, Los Angeles (potato chips). Agency: Emil Brisacher & Staff, Los Angeles. *sa rn*

WM. S. SCULL Co., Camden (coffee). Agency: Ward Wheelock, Philadelphia. *sa*

SEABOARD AIRLINE RY., Norfolk. *sa*

SEALTEST Inc., Philadelphia (ice cream). Agency: McKee & Albright, Philadelphia. *t n*

SEARS, ROEBUCK & Co., Chicago (retail). Agencies: Blackett-Sample-Hummert, Chicago; Mayers Co., Los Angeles (in Southern Calif.). *t n sa sp rn*

LAURA SECORD CANDY SHOPS, Toronto (chain). Agency: Cockfield Brown & Co., Toronto. *rn*

SEDAREX Co., Minneapolis (proprietary). Agency: Campbell-Mithun, Minneapolis. *sa*

SEECK & KADE, New York (Pertussin). Agency: H. W. Kastor & Sons Adv. Co., *Chicago, ta sa*

SEELEY RUPTURE EST., Chicago (Hernia method). Agency: Bozell & Jacobs, Chicago. *ta*

SEGAL LOCK & HARDWARE Co., New York. Agency: Friend Adv. Agency, N. Y. *sa*

SEIBERLING RUBBER Co., Akron. Agency: Meldrum & Fewsmith, Cleveland. *sp*

SEIDLITZ PAINT & VARNISH Co., Kansas City. Agency: Barrons Adv. Agency, Kansas City. *sa*

R. B. SEMLER Inc., New York (Kreml hair tonic). Agency: Erwin, Wasey & Co., N. Y. *n sp*

SEWALL PAINT & VARNISH Co., Kansas City, Mo. Agency: Guenther Associates, St. Joseph, Mo.

W. A. SHEAFFER PEN Co., Fort Madison, Ia. (fountain pens). Agency: Russell M. Seeds Co., Chicago. *sp t sa*

SHEFFIELD FARMS Co., New York (dairy products). Agency: N. W. Ayer & Son, N. Y. *t sp sa*

SHELL UNION OIL Corp., New York (Shell gasoline). Agency: J. Walter Thompson Co., N. Y. *n sa*

SHERWIN-WILLIAMS Co., Cleveland (paint). Agencies: Cecil, Warwick & Legler, N. Y.; T. J. Maloney, N. Y. *n sa sp*

SHERWOOD BROTHERS, Baltimore (Betholine). Agency: Van Sant, Dugdale & Co., Baltimore. *sa ta*

SIGNAL OIL & GAS Co., Los Angeles. Agency: Barton A. Stebbins Adv. Agency, Los Angeles. *rn*

SINCLAIR REFINING Co., New York (H-C gasoline, etc.). Agency: Federal Adv. Agency, N. Y. *n sp*

ALBERT H. SINGER FUR Co., New York. Agency: Green-Brodie, N. Y. *sa*

SI-NOZE LABORATORIES, Chicago (sinus, catarrh, hayfever treatment). Agency: J. R. Hamilton Adv. Agency, Chicago.

SIOUX HONEY ASSN., Omaha. Agency: Earl Allen Co., Omaha. *sa*

SISMAN SHOE Co., Aurora, Ont. Agency: E. W. Reynolds & Co., Toronto. *sa*

SKELLY OIL Co., Kansas City (gasoline & oil). Agency: Blackett-Sample-Hummert, Chicago. *t rn*

SKIDDOO Co., Columbus (cleanser). Agency: Jaap-Orr Co., Cincinnati. *sa*

SKINNER MFG. Co., Omaha (Skinner's raisin bran). Agency: Ferry-Hanly Co., Kansas City. *ta*

SKRUDLAND PHOTO SERVICE, Chicago. Agency: Newby, Peron & Flitcraft, Chicago. *sp sa*

SLATER SHOE Co., Montreal. Agency: A. McKim Ltd., Toronto. *n sp*

SLIDE FASTENERS, Philadelphia. Agency: G. Lynn Sumner, N. Y. *n sp sa*

DR. EARLE S. SLOAN, New York (liniment). Agency: Warwick & Legler, N. Y. *n*

SMART & FINAL Co., Wilmington, Cal. (canned food). Agency: Associated Adv. Agency, Los Angeles. *sa sp*

SMITH BROTHERS Co., Poughkeepsie, N. Y. (cough drops). Agency: J. D. Tarcher & Co., N. Y. *n sa*

SMITH BROS. MFG. Co., Kansas City (Big Smith work clothes). Agency: R. J. Potts & Co., Kansas City. *sp*

SMITH-DOUGLAS Co., Norfolk, Va. (fertilizer). Agency: Lawrence Fertig & Co. N. Y. *t*

SNAP Co., Montreal (cleanser). Agency: A. McKim Ltd., Montreal. *t*

SNEAD, BURGWEGER & MOORE, Chicago (fruit juices). Agency: George H. Hartman Co., Chicago. *sa*

SOCONY-VACUUM OIL Co., New York (Mobilgas & Mobiloil). Agency: J. Stirling Getchell, N. Y. *n rn sa t sp*

SOFENZ SALES Corp., Los Angeles (cosmetics). Agency: Richard F. Connor Adv., Manhattan Beach, Cal. *sp rn sa*

SOILOFF MFG. Co., Glendale, Cal. (paint cleaner). Agency: Hillman-Shane Adv., Los Angeles. *sa sp ta rn*

SOLVAY SALES Corp., New York (chemicals). Agency: Atherton & Currier, N. Y.

SONTAG DRUG STORES, Los Angeles. *sa*

SOS MFG. Co. of Canada, Toronto (cleanser). Agency: L. J. Haegerty & Associates, Toronto. *sp*

SOUTH TEXAS COTTON OIL Co., Houston (Crustene shortening). Agencies: Tracy-Locke-Dawson, Dallas; Franke, Wilkinson, Schiwetz, Houston. *rn*

SOUTHERN DAIRIES, Washington, D. C. (ice cream). Agency: McKee & Albright, Philadelphia. *sa*

SOUTHERN PACIFIC Co., San Francisco (railway). Agency: Lord & Thomas, San Francisco. *sp*

SOUTHERN STATES FOOD, Dallas. Agency: Gandy Adv. Agency, Dallas. *rn*

SOUTHERN STEEL Co., San Antonio (Hydro Gas). Agency: Wyatt, Anial & Auld, San Antonio. *rn*

SOUTHLAND LIFE INSURANCE Co., Dallas. Agency: Winant Adv. Agency, Dallas. *rn*

SOUTHWEST EXPOSITION & FAT STOCK SHOW, Fort Worth. Agency: Adv. Business Co., Fort Worth. *sa rn*

SOUTHWESTERN DRUG Corp., Dallas (wholesale drugs). *sp*

SOUTHWESTERN GREYHOUND BUS LINES, Dallas. Agency: Beaumont & Hohman, Dallas. *sa*

SOUTHWESTERN PUBLIC UTILITY Co., Amarillo, Tex. *t*

SPARKLETS Corp., Irvington, N. J. (syphons & bulbs). Agency: Atherton & Currier, N. Y. *sa*

SPENCER SHOE Corp., Boston. Agency: Chambers & Wiswell, Boston. *sa*

SPERRY FLOUR Co., San Francisco (flour, cereals). Agency: Westco Adv. Co., San Francisco. *rn sp t*

SPERRY & BARNES Co., New Haven (meat). Agency: Goulston Co., Boston. *t*

SPRING HILL NURSERIES, Tippecanoe City, O. Agency: Albert Kircher Co., Chicago. *t*

JOHN P. SQUIRE Co., Boston (meat). Agency: Goulston Co., Boston. *ta*

A. E. STALEY MFG. Co., Decatur, Ill. (corn starch). Agency: Gardner Adv. Co., St. Louis. *sa*

STANBACK MEDICINE Co., Salisbury, N. C. (remedy). Agency: J. Carson Brantley Adv. Agency, Salisbury, N. C. *rn sp sa t*

STANCO PRODUCTS, New York (Flit, Mistol, Nujol). Agency: McCann-Erickson, N. Y. *sa t*

STANDARD BRANDS, New York (Fleischmann, Chase & Sanborn, etc.). Agencies: J. Walter Thompson Co., N. Y.; (Royal baking powder) McCann-Erickson, N. Y. *n sp t*

STANDARD BRANDS, Montreal (food products). Agency: J. Walter Thompson Co., Montreal. *n sp*

STANDARD OIL Co. of Calif., San Francisco. Agency: McCann-Erickson, San Francisco. *rn*

STANDARD OIL Co. of N. J., New York. Agency: Marschalk & Pratt, N. Y. *sp t n*

STANDARD OIL Co. of Ohio, Cleveland. Agency: McCann-Erickson, Cleveland. *sp sa t*

STANDARD VITAMIN Corp., New York (Candicod). Agency: Al Paul Lefton, N. Y. *sa*

STAR OUTFITTING Co., Los Angeles. Agencies: Allied Adv. Agencies, Los Angeles; Gerald J. Norton Adv. Agency, San Francisco. *sp rn sa*

STATE AUTO INSURANCE ASSN., Des Moines. *sa*

STAYNER Corp., Berkeley, Cal. (Minra remedy). Agency: Erwin, Wasey & Co., San Francisco. *sp*

STEIN BROS., New York (clothing chain store). Agency: Allied Adv. Agencies, Los Angeles. *sa*

STEPHANO BROS., Philadelphia (Marvel cigarettes). Agency: Aitkin-Kynett Co., Philadelphia. *sp*

T. S. STEPHENS & Co., Winnipeg (paint). Agency: Norris-Patterson, Winnipeg. *rn sp*

STERLING CASUALTY INSURANCE Co., Chicago (Penny-A-Day insurance). Agency: Presba, Fellers & Presba, Chicago. *sp sa rn*

STERLING PRODUCTS, New York (Bayer aspirin, etc.). Agencies: (Haleys M-O) Blackett-Sample-Hummert, Chicago; Cramer-Krasselt Co., Milwaukee; Stack-Goble Adv. Agency, Chicago. *n t sp*

STEUART & SON, Baltimore (Golden Brown corn syrup). Agency: Courtland D. Ferguson Inc., Baltimore. *ta*

STICKNEY & POOR SPICE Co., Charlestown, Mass. Agency: Chambers & Wiswell, Boston. *sa*

STOKELEY BROS. & Co., Indianapolis (Van Camp food). Agencies: Calkins & Holden, N. Y.; (Stokeley's vegetables) Gardner Adv. Co., St. Louis. *t*

STOVER MFG. & ENGINE Co., Freeport, Ill. (water softener). Agency: Rogers & Smith, Chicago. *sa*

J. A. STRANKSY MFG. Co., Pukwana, S. D. (gas savers). Agency: Vanderbie & Reubens, Chicago. *sa*

STREITMANN BISCUIT Co., Cincinnati. Agency: Harry M. Miller Inc., Cincinnati. *sp*

STROH BREWING Co., Detroit. Agency: Zimmer-Keller, Detroit. *sa*

S. STROOCK & Co., New York (fabrics). Agency: A. A. Sterling, N. Y. *sp*

STROMBERG-CARLSON TELEPHONE MFG. Co., Rochester, N. Y. Agency: Stewart, Hanford & Casler, Rochester. *sp*

STUDEBAKER SALES Corp. of America, South Bend, Ind. (autos). Agency: Roche, Williams & Cunnyngham, Chicago. *sa t*

R. G. SULLIVAN, Manchester, N. H. (7-20-4 cigars). Agency: Broadcast Advertising, Boston. *sa*

SUMMIT HOTEL, Uniontown, Pa. Agency: W. Earl Bothwell Adv. Agency, Pittsburgh. *sa*

SUN OIL Co., Philadelphia (Sunoco motor oils). Agencies: Roche, Williams & Cunnyngham, Chicago; (insecticides) Stewart-Jordan Co., Philadelphia. *n sa t ta*

SUNLIGHT CHEMICAL Co., Phillipsville, R. I. (bleach). Agency: Lanpher & Schonfarber, Providence. *ta*

SUNSET OIL Co., Los Angeles. Agency: Pacific Market Builders, Los Angeles. *rn*

SUPERIOR FOOD PRODUCTS Co., Los Angeles (canned food). *sp sa t*

SUPERTEST PETROLEUM Corp., Toronto. Agency: Vickers & Benson, Toronto. *sp*

SUPREME OLIVE OIL Corp., San Fernando, Cal. Agency: Elwood J. Robinson Adv. Agency, Los Angeles. *sp*

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SUSSMAN, WORMSER & Co., San Francisco (S & W food). Agency: Emil Brisacher & Staff, San Francisco. *sp rn*

SWEETS Co. of America, New York (Tootsie Rolls). Agency: Biow Co., N. Y. *n sp*

SWIFT & Co., Chicago (meat, Vigoro, dairy products). Agencies: J. Walter Thompson Co., Chicago; Stack-Goble Adv. Agency, Chicago; Blackett-Sample-Hummert, Chicago (Brookfield cheese). *n rn sp t sa*

SWIFT CANADIAN Co., Montreal (meat). Agency: J. Walter Thompson Co., Montreal. *sa*

T

G. TAMBLYN Ltd., Toronto (chain drugs). Agency: Associated Broadcasting Co., Toronto. *sp*

TAVANNES WATCH Co., New York. Agency: Milton Weinberg Adv. Co., Los Angeles.

TAVANNES WATCH Co., Montreal. *sa*

TAYLOR WASHING MACHINE Co., Chicago. Agency: Charles Silver & Co., Chicago. *sp*

TAYSTEE BREAD Co., Detroit. Agency: Campbell-Mithun Inc., Minneapolis. *sp*

TEGGE-JACKMAN CIGAR Co., Detroit. Agency: MacManus, John & Adams, Detroit. *sa*

TELEVISION TRAINING Corp., New York. Agency: Huber Hoge & Sons, N. Y. *sa*

TENNESSEE ENAMEL MFG., Co., Nashville (gas heaters). Agency: Walker Casey Co., Nashville. *t ta*

TERRE HAUTE BREWING Co., Terre Haute, Ind. Agency: Stack-Goble Adv. Agency, Chicago. *sp*

JOSEPH TETLEY & Co., New York (tea). Agency: Blackett-Sample-Hummert, N. Y. *rn*

TEXAS Co., New York (Texaco gasoline). Agency: Buchanan & Co., N. Y. *n sp sa t*

THERMAL INSTITUTE, Detroit (instruction). Agency: Rickerd, Mulberger & Hicks, Detroit. *sp*

THERMO AIR CONDITIONING INSTITUTE, Los Angeles. Agency: R. H. Alber Co., Los Angeles. *sp*

TIDEWATER ASSOCIATED OIL Co., New York (Veedol & Tydol). Agencies: Lennen & Mitchell, N. Y.; Lord & Thomas, San Francisco. *n sp sa*

TILLAMOOK COUNTY CREAMERY Ass'n., Tillamook, Ore. (dairy products). Agency: Botsford Constantine & Gardner, Portland, Ore. *rn sp*

TIME Inc., New York (magazines, newsreel). Agency: BBDO, N. Y. *n sa*

TIP TOP TAILORS, Linden, N. J. Agency: McConnell, Eastman & Co., Toronto. *sa sp t*

TIVOLI BREWING Co., Detroit. Agency: MacManus, John & Adams, Detroit, *rn sp*

TOBACCO MERCHANTS ASSN. OF U. S., St. Louis (antiordinance campaign). Agency: Thomas W. Parry Agency, St. Louis. *sa*

TONETT, Chicago (musical novelties). Agency: Auspitz & Lee, Chicago. *t*

TORONTO SALT WORKS, Toronto (salt remover). Agency: Frontenac Bcstg. Co., Toronto. *sa*

TREE SWEET PRODUCTS Co., Los Angeles. Agency: Raymond R. Morgan Co., Hollywood. *rn sa sp*

TRIANGLE MILLS, Portland, Ore. (cereal). Agency: Mac Wilkins & Cole, Portland. *ta*

TRUSCON LABORATORIES, Detroit (Flor-Dye). *sa*

TUCKETT Ltd., Hamilton, Ont. (Buckingham, Wings, cigarettes). Agency: McLaren Adv. Co., Toronto. *t ta n*

TUCSON (ARIZ.) CHAMBER OF COMMERCE. *sp*

TURNER BROS., Bladen, Neb. (glass cloth). Agency: Buchanan-Thomas Adv. Co., Omaha. *sa*

TWENTIETH-CENTURY-FOX FILM Corp., New York. Agency: Kayton-Spiero, N. Y. *n*

U

WILLIAM UNDERWOOD Co., Watertown, Mass. (deviled ham). Agency: BBDO, Boston. *rn*

UNDERWOOD ELLIOTT-FISHER Co., Hartford (typewriters). Agency: Marschalk & Pratt, N. Y. *sp*

UNDERWOOD-ELLIOTT-FISHER Co., Toronto (office equipment). Agency: J. J. Gibbons, Toronto. *sp*

UNION BISCUIT Co., St. Louis. Agency: Gardner Adv. Co., St. Louis. *t*

UNION BISCUIT Co., St. Louis (crackers). Agency: Gardner Adv. Co., St. Louis. *t*

UNION OIL CO. OF CAL., Los Angeles (Aristo oil). Agency: Lord & Thomas, Los Angeles. *ta sa rn sp*

UNION PACIFIC RAILROAD, Omaha (rail transportation). Agencies: Caples Co., Chicago; L. S. Gillham Co., Salt Lake City (Utah, Idaho, Montana). *sp sa t*

UNION PACIFIC STAGES, Omaha (bus). Agency: Beaumont & Hohman, Omaha. *sp*

UNITARIAN FELLOWSHIP FOR SOCIAL JUSTICE, (religious). Agency: U. S. Adv. Corp., Toledo. *sp*

UNITED DRUG Co., Boston (Rexall and Puretest drug products). Agency: Street & Finney, N. Y. *t*

UNITED DRUG Co., Toronto (Rexall). Agency: Ronalds Adv. Agency, Toronto. *sa*

UNITED FRUIT Co., New York. Agency: BBDO, N. Y. *sa*

UNITED INSURANCE Co., Elgin, Ill. Agency: J. L. Stewart & Co., Chicago. *rn*

U. S. FUEL Co., Salt Lake City. Agency: Gillham Adv. Agency, Salt Lake City. *sp*

U. S. RUBBER Co., New York (tires). Agency: Campbell-Ewald Co. of N. Y. *sa n t*

U. S. SHOE Co., Cincinnati (Red Cross shoes). Agency: Stockton-West-Burkhart, Cincinnati. *t*

U. S. TOBACCO Co., New York (Dill's mixture, B & R snuff). Agency: Arthur H. Kudner, N. Y. *n t*

UNITY SCHOOL OF CHRISTIANITY, Kansas City. Agency: Carl Frankhiser Agency, Kansas City. *sp*

UNIVERSAL CREDIT Co., Detroit. Agency: N. W. Ayer & Son, Philadelphia. *rn*

UNIVERSAL CREDIT Co., Los Angeles. *sa*

UNIVERSAL LIFE INSURANCE Co., Richmond, Va. *sp*

UNIVERSAL MILLS, Fort Worth (Red Chain Feeds, Gold Chain flour). Agency: Albert Evans & LeMay Adv. Agency, Fort Worth. *sp*

UTILITIES ENGINEERING INSTITUTE, Chicago (air conditioning courses). Agency: First United Broadcasters, Chicago. *sp t sa*

V

VADSCO SALES Corp., New York (cosmetics). Agency: Laurence C. Gumbinner, N. Y. (Quinlax). *n sp t*

N. G. VALIQUETTE LTEE., Montreal (furniture). Agency I. Hogue Enrg., Montreal. *rn*

VAN CAMP SEA FOOD Co., Terminal Island, Cal. (tuna). Agency: Emil Brisacher & Staff, San Francisco. *rn*

VAN PATTEN PHARMACAL Co., Chicago (Allimin). Agency: Neal Adv. Agency, Chicago. *sa*

VANETTE HOSIERY MILLS, Dallas. Agency: Grant Adv. Inc., Chicago. *n*

VEE BEE SERVICE Co., Memphis (loans). Agency: Cole & Co., Memphis. *sa*

VICK CHEMICAL Co., Greensboro, N. C. (Vick's Voratone, Vaporub, Vatronal). Agency: Morse International, N. Y. *n sa t*

VISCO CHEMICAL PRODUCTS Co., Cincinnati (furniture polish). Agency: Key Adv. Co., Cincinnati. *sa*

VITA SELTZER Co., San Francisco. Agency: Cesana & Associates, San Francisco. *sa*

VOCATIONAL SERVICE, Chicago (instruction). Agency: Roy H. Alber, Los Angeles. *sp t*

VOICE OF PROPHECY, Los Angeles (religious). Agency: Lisle Sheldon, Los Angeles. *rn*

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W

WADHAMS OIL Co., Milwaukee. Agency: Scott-Telander Adv. Agency, Milwaukee. *sp*

WAITT & BOND, Newark (Blackstone etc. cigars). Agency: BBDO, N. Y. *rn sp sa*

WALGREEN Co., Chicago (chain drug stores). Agency: Schwimmer & Scott, Chicago. *sp sa*

WALKER REMEDY Co., Waterloo, Ia., (Walko poultry remedy). Agency: Weston-Barnett, Waterloo, Ia. *sa, ta*

HENRY K. WAMPOLE & Co., Perth, Ont. (cod liver oil). Agency: J. J. Gibbons, Montreal. *sa sp t*

WANDER Co., Chicago (Ovaltine). Agency: Blackett-Sample-Hummert, Chicago. *n t sa*

WARD BAKING Co., New York (Ward baking products). Agency: Sherman K. Ellis, N. Y. *n sp ta*

WM. R. WARNER Co., New York (Sloan's Liniment & Vince). Agency: Warwick & Legler, N. Y. *n t*

WM. R. WARNER Co., Toronto (Sloan's liniment). Agency: James Fisher Co., Toronto. *t*

WASEY PRODUCTS, New York (Zemo, Musterole, Barbasol, Kreml, etc.). Agency: Erwin, Wasey & Co., N. Y. *n sp ta*

F. B. WASHBURN Co., Brockton, Mass. (Waleco candy). Agency: Bennett, Snow & Walter, Boston. *sa*

G. WASHINGTON COFFEE REFINING Co., Morris Plains, N. J. (G. Washington coffee). Agency: Cecil & Presbrey, N. Y. *n t sp*

WASHINGTON STATE APPLE GROWERS, Seattle. Agency: J. Walter Thompson Co., Seattle. *sa ta sp*

WASHINGTON STATE GRANGE, Seattle. *rn*

WATCHTOWER BIBLE SOCIETY, Brooklyn (Judge Rutherford's talks). Agency: Acorn Adv. Agency, N. Y. *rn sp t n*

R. L. WATKINS Co., New York (Dr. Lyons toothpowder etc.). Agency: Blackett-Sample-Hummert, N. Y. *n sp t*

WEBSTER-EISENLOHR, New York (Girard cigars). Agency: N. W. Ayer & Son, Philadelphia. *sp sa t*

WECO PRODUCTS Co., Chicago (Dr. Wests toothbrushes). Agency: Austin & Spector, N. Y. *n sa sp t*

WELCH GRAPE JUICE Co., Westfield, N. Y. (grape juice). Agency: H. W. Kastor & Sons Adv. Co., Chicago. *n sa t ta sp*

WESSON OIL & SNOWDRIFT Co., New Orleans (Wesson salad oil, etc.). Agencies: Fitzgerald Adv. Agency, New Orleans; Calkins & Holden, N. Y. *n rn sa sp*

WEST END BREWING Co., Utica, N. Y. Agency: Compton Adv., N. Y. *sa*

WESTERN BAKERS OF AMERICA, Los Angeles. Agency: Scholtz Adv. Agency, Los Angeles. *rn*

WESTERN CANADA FLOUR Co., Toronto. Agency: A. McKim Ltd., Toronto. *rn t*

WESTERN CLOTHES, New York. *sa*

WESTINGHOUSE E & M Co., New York. Agency: Fuller & Smith & Ross, N. Y. *n rn*

GEORGE WESTON Ltd., Toronto. (biscuits). Agency: Richardson & MacDonald Adv. Service, Toronto. *sp t*

WETHERBY-KAYSER SHOE Co., Los Angeles (chain). Agency: Logan & Stebbins, Los Angeles. *sp*

WHEATENA Co., Rahway, N. J. (cereal). Agency: Compton Adv., N. Y. *n t*

WHEELING STEEL Corp., Wheeling, W. Va., (institutional). Agency: Critchfield & Co., Chicago. *n*

WHIPPLE Co., Natick, Mass. (mince meat). *rn*

WHITE CROSS Co., Kansas City (anti-tobacco product). *sa*

WHITE KING SOAP Co., Los Angeles. Agency: Raymond R. Morgan Co., Los Angeles. *sa t rn*

WHITE LABORATORIES, New York (proprietary). Agency: Wm. Esty & Co., N. Y. *sa sp ta*

WHITE LABORATORIES, Toronto (Feenamint). Agency: Baker Adv. Agency, Toronto. *sa*

WHITE ROCK MINERAL SPRINGS Co., New York (Q-9). Agency: Newell-Emmett Co., N. Y. *sp*

WHITING MILK Co., Charlestown, Mass. Agency: Ingalls-Miniter, N. Y. *rn*

WHITTEMORE BROS., Cambridge (shoe polish). Agency: Arthur W. Sampson Co., Boston. *sa*

WILBERT PRODUCTS, New York (shoe polish). Agency: W. I. Tracy, N. Y. *sp rn*

WILLARD HAT Co., Dallas. Agency: Grant Adv. Agency, Dallas. *rn*

WILLARD TABLET Co., Chicago (proprietary). Agency: First United Broadcasters, Chicago. *sp sa t*

WILLARDS CHOCOLATE Ltd., Toronto. Agency: Cockfield Brown & Co., Toronto. *sp t*

J. B. WILLIAMS Co., Glastonbury, Conn. (shaving soap & toilet prep.). Agency: J. Walter Thompson Co., N. Y. *sp n*

WILLIAMS S. L. K. LABORATORIES, Los Angeles (Rux). Agency: General Adv. Agency, Los Angeles. *rn*

WILLIAMSON CANDY Co., Chicago (Oh Henry candy bars). Agency: John H. Dunham Co., Chicago. *ta sa*

WILLYS-OVERLAND MOTORS, Toledo (autos). Agency: U. S. Adv. Corp., Toledo.

WILMINGTON TRANSPORTATION Co., Avalon, Santa Catalina Island, Cal. Agency: Neisser-Meyerhoff, Los Angeles. *sp*

WILSHIRE OIL Co., Los Angeles, Agency: Dan B. Miner Co., Los Angeles. *sp sa t rn*

WILSON PACKING Co., Chicago (lard, dog food). Agency: U. S. Adv. Corp., Chicago. *sa*

WINCHARGER Corp, Sioux City, Ia. (farm generators). Agency: E. H. Brown Adv. Agency, Chicago. *ta t sa*

WINOLA Corp., Toronto (soft drinks). Agency: J. J. Gibbons Ltd., Toronto. *sp*

WINTER & Co., New York (Musette pianos). Agency: Samuel C. Croot Co., New York. *sp n*

DEAN WITTER & Co., San Francisco (broker). Agency: D'Evelyn & Wadsworth, San Francisco. *sa*

JOHN H. WOODBURY Co., Cincinnati (soap). Agency: Lennen & Mitchell, N. Y. *n*

WOODMAN ACCIDENT Co., Lincoln, Neb. (insurance). Agency: Presba, Fellers & Presba, Chicago. *sp t*

J. A. WRIGHT Co., Keene, N. H. (silver polish). Agency: James Thomas Chirburg Co., Boston. *sa*

WM WRIGLEY JR., Co., Chicago (chewing gum). Agencies: Neisser-Meyerhoff, Chicago; Francis Hooper Adv. Agency, Chicago. *n*

WM. WRIGLEY CO. OF CANADA, Toronto. Agency: Tandy Adv. Co., Toronto. *sp*

RUDOLPH WURLITZER MFG. Co., N. Tonawanda, N. Y. (musical instruments). Agency: Schwimmer & Scott, Chicago. *t sp*

WYETH CHEMICAL Co., New York (Jad Salts). Agency: Blackett-Sample-Hummert, N. Y. *sp n*

Y

YECKES-EICENBAUM, New York (melons). Agency: S. C. Croot Co., N. Y. *sa*

YOUNG PEOPLE'S CHURCH OF THE AIR, New York (religious). *rn*

Z

ZINSMASTER BAKING Co., Duluth (Hol-Rye & Zwieback). Agency: Allied Adv. Agency, Los Angeles. *sp*

ZOLLER BREWING Co., Davenport, Ia. Agency: R. A. Moritz Co., Davenport. *sp*

ZONITE PRODUCTS, New York (Forhans). Agency: Erwin, Wasey & Co., N. Y.; H. W. Kastor & Sons, N. Y. (Zonite). *sp sa*

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Directory of

ADVERTISING AGENCIES HANDLING RADIO ACCOUNTS

And Executives in Charge of Radio

A

Agency	City	Address Telephone Number	Executives In Charge of Radio
Aarons, Sill & Caron	Detroit	415 Brainard St. Temple 1-3515	E. F. McMullen
Acorn Agency	New York	RKO Bldg. Circle 7-4396	Sidney M. Weiss
Ad-Craftsmen	Salt Lake City	McIntyre Bldg. Wasatch 1936	W. E. Featherstone
Advertisers Broadcasting Co.	New York	205 E. 42d St. Murray Hill 4-1364	Meyer Keilson
Advertiser's Service	Milwaukee	229 E. Wisconsin Ave. Daly 6383	V. A. Fleischmann J. W. Martin H. R. Langlie C. E. Walters
Advertising Inc.	Richmond, Va.	Central Natl. Bank Bldg. 3-2800	J. Lynn Miller Alicia G. Smithers
Advertising Arts Agency	Los Angeles	510 S. Spring St. Michigan 3884	Paul R. Winans Arthur C. Richards
Advertising Associates	Newark	12 Central St. Market 3-0007	J. M. Kesslinger
Advertising Associates	Chattanooga	Chattanooga Bank Bldg. 6-0241	John D. Stanard
Advertising-Business Co.	Fort Worth	1213 Throckmorton St. 3-2421	Thomas L. Yates A. E. Hubbard
Advertising Counselors, Inc.	Phoenix, Ariz.	Ellis Bldg. 4-4177	E. V. Graham I. N. Shun
Advertising Guild	New York	258 Fifth Ave. Caledonia 5-6690	Walter H. Marin Sigmund Gottlober
Advertising Trade Service	New York	315 Fifth Ave. Murray Hill 4-3800	Phil B. Abrahams
Aircasters Inc.	Detroit	423 New Center Bldg. Trinity 1-2552	Stanley Boynton
Aitkin-Kynett Co.	Philadelphia	1400 South Penn Sq. Rittenhouse 7810	H. H. Kynett Kenneth Burton
R. H. Alber Co.	Los Angeles	1151 S. Broadway Prospect 3331	R. H. Alber Pauline Hagen
Milton Alexander Co.	Detroit	2445 Mt. Elliott Townsend 8-2392	David Kaplan
Earl Allen Co.	Omaha, Neb.	Insurance Bldg. Hanney 3241	Earl Allen Milton Reynolds Robert Savage Richard Cole
Martin Allen Adv.	Los Angeles	3275 Wilshire Blvd. Drexel 8194	Martin Allen
Allen, Heaton & McDonald	Cincinnati	Enquirer Bldg. Cherry 3414	Douglass M. Allen
Alley & Richards Co.	New York	370 Lexington Ave. Lexington 2-3020	H. M. Billerbeck
	Boston	Statler Office Bldg. Hubbard 8850	E. V. Alley
Allied Adv. Agencies	Los Angeles	4354 W. Third St. Drexel 7331	W. F. Gardner Walter McCreery Mel Roach
	San Francisco	525 Market St. Douglas 7018	Robert O. Davis
Ambro Adv. Agency	Cedar Rapids, Ia.	Merchants Natl. Bk. Bldg. 4139	Robert Pierson Robert Yaw
Anderson, Davis & Platte	New York	1270 Sixth Ave. Columbus 5-4868	H. L. Ives
Lee Anderson Adv. Co.	Detroit	8415 E. Jefferson Ave. Lenox 5000	Fred Barrett
	Los Angeles	1151 S. Broadway Prospect 9011	T. Beverly Keim
Anfenger Adv. Agency	St. Louis	1706 Olive St. Chestnut 6380	Richard E. Sharp
	New Orleans	Canal Bank Bldg. Magnolia 4920	....
Applegate Adv. Agency	Muncie, Ind.	212 Rose Court 6160	M. Ray Applegate
Arbee Agency	Terre Haute, Ind.	Adv. Arts Bldg. Crawford 5017	W. L. Smith
Armstrong & Riordan	Los Angeles	816 W. Fifth St. Michigan 8296	John Riordan
John Falkner Arndt & Co.	Philadelphia	Lewis Tower Pennypacker 3540	....

A—(Continued)

Agency	City	Address Telephone Number	Executives In Charge of Radio
J. L. Arnold Co.	New York	416 Madison Ave. Plaza 8-1689	J. L. Arnold
Artwil Co.	New York	22 West 48th St. Medallion 3-0813	Arthur Bandman
Associated Adv. Agency	Jacksonville, Fla.	Florida National Bank Bldg. 3-1253	Hunter Lynde
Associated Adv. Agency	Los Angeles	1151 S. Broadway Richmond 6218	P. O. Narveson
Richard B. Atchison Adv. Agency	Los Angeles	5225 Wilshire Blvd. Webster 4191	Richard B. Atchison
Atherton & Currier	New York	420 Lexington Ave. Mohawk 4-8795	John M. Lyden
Aubrey, Moore & Wallace	Chicago	230 N. Michigan Ave. Randolph 0830	J. E. Ainley J. H. North
Austin & Spector	New York	32 E. 57th St. Eldorado 5-1270	Alvin Austin Emil Mogul
A W Adv. Inc.	New York	420 Lexington Ave. Mohawk 4-8393	B. Woodward
N. W. Ayer & Son	Philadelphia	West Washington Sq. Lombard 0100	Gerald M. Lauck C. H. Cottington
	New York	30 Rockefeller Plaza Circle 6-0200	H. L. McClinton L. B. Sizer
	Boston	Statler Office Bldg. Hubbard 4970	E. C. Greiner
	Detroit	Penobscot Bldg. Randolph 3800	Robert Mortenson
	Chicago	135 S. La Salle St. Randolph 3456	....
	Hollywood	6253 Hollywood Blvd. Hempstead 5133	Ben Ward
	San Francisco	Russ Bldg. Sutter 2534	L. G. Watson Helen Ennis

B

Agency	City	Address Telephone Number	Executives In Charge of Radio
Badger & Browning	Boston	75 Federal St. Liberty 3364	Clifford P. Parcher E. B. Foskett
Badger & Browning & Hersey	New York	RCA Bldg. Circle 7-3720	Mrs. Marjorie DeMott
S. C. Baer Co.	Cincinnati	Times Star Tower Parkway 0409	S. C. Baer
Baker, Cameron, Soby & Penfield Inc.	Hartford, Conn.	30 Allyn St. 2-6353	....
Baldwin & Strachan	Buffalo	374 Delaware Ave. Washington 6854	W. M. Baldwin
Ball & Davidson	Denver	Colorado Natl. Bank Bldg. Main 1291	C. A. Salstrand C. H. Phillips P. H. Gray
Barlow Adv. Agency	Syracuse, N. Y.	Starrett-Syracuse Bldg. 3-0131	J. R. Coleman
Barnes & Aaron Adv. Agency	Philadelphia	1616 Walnut St. Pennypacker 0437	Warren S. Barnes
Barnes Chase Co.	San Diego, Cal.	530 Broadway Franklin 7771	N. R. Barnes
	Los Angeles	1121 S. Hill St. Prospect 4118	H. H. Chase
Barrons Adv. Co.	Kansas City, Mo.	Kirkwood Bldg. Harrison 7730	J. H. Harper F. H. Little Otto Grasse
Jimmie Barry Adv.	Fort Smith, Ark.	Goldman Hotel 7069	Jimmie Barry
Walter Barusch Adv. Agency	San Francisco	Golden Gate Bldg. Ordway 4812	Walter Barusch
G. M. Basford Co.	New York	60 East 42d St. Murray Hill 2-8200	W. H. Schink
	Cleveland	Leader Bldg. Cherry 0090	W. S. Leech
Bass-Luckoff, Inc.	Detroit	Lafayette Bldg. Randolph 0707	Louis H. Luckoff Louis Bass

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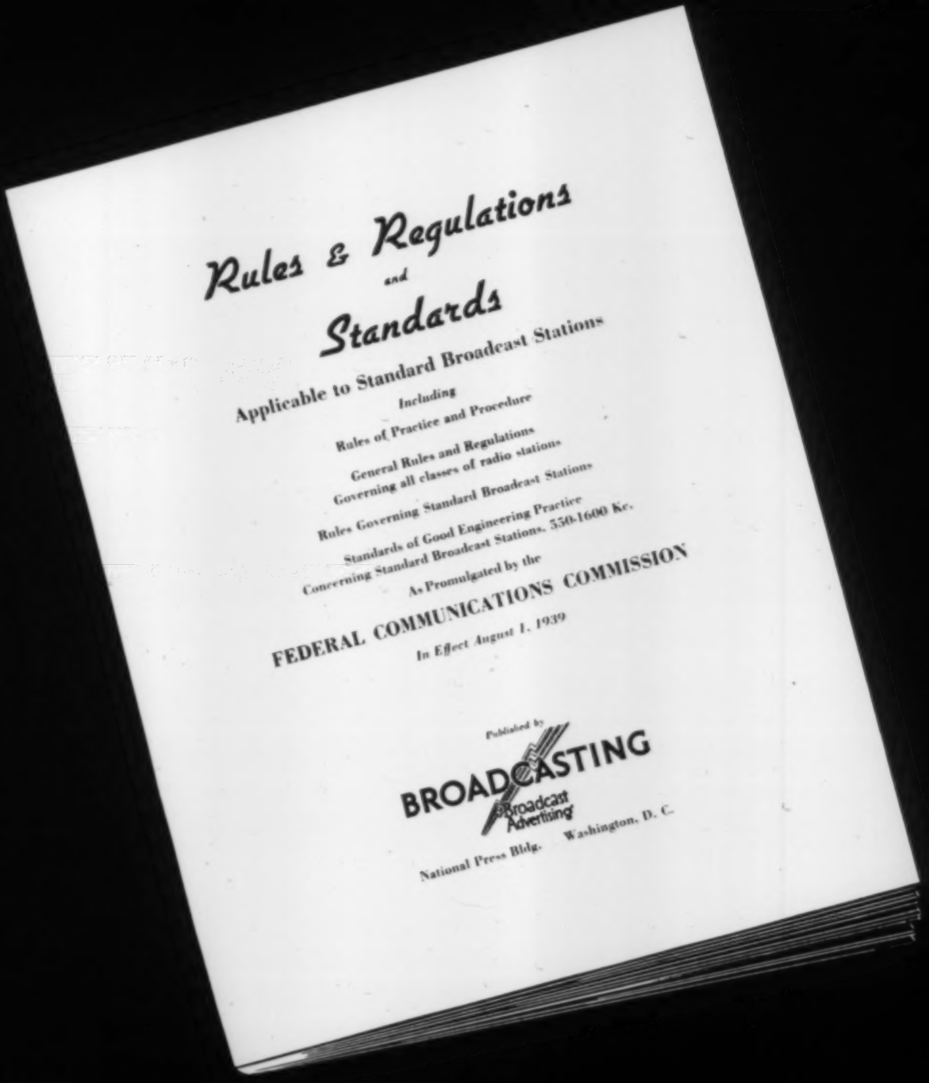

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and
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Including
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General Rules and Regulations
Governing all classes of radio stations
Rules Governing Standard Broadcast Stations
Standards of Good Engineering Practice
Concerning Standard Broadcast Stations, 550-1600 Kc.
As Promulgated by the
FEDERAL COMMUNICATIONS COMMISSION
In Effect August 1, 1939

Published by
BROADCASTING
Broadcast Advertising
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In July BROADCASTING published and distributed 1500 copies of its free 15-page booklet embodying the newly promulgated FCC Rules Governing Standard Broadcast Stations. This supply is exhausted. BROADCASTING now releases, in a 72-page standard-size volume, complete Rules and Regulations and Standards applicable to Standard Broadcast Stations.

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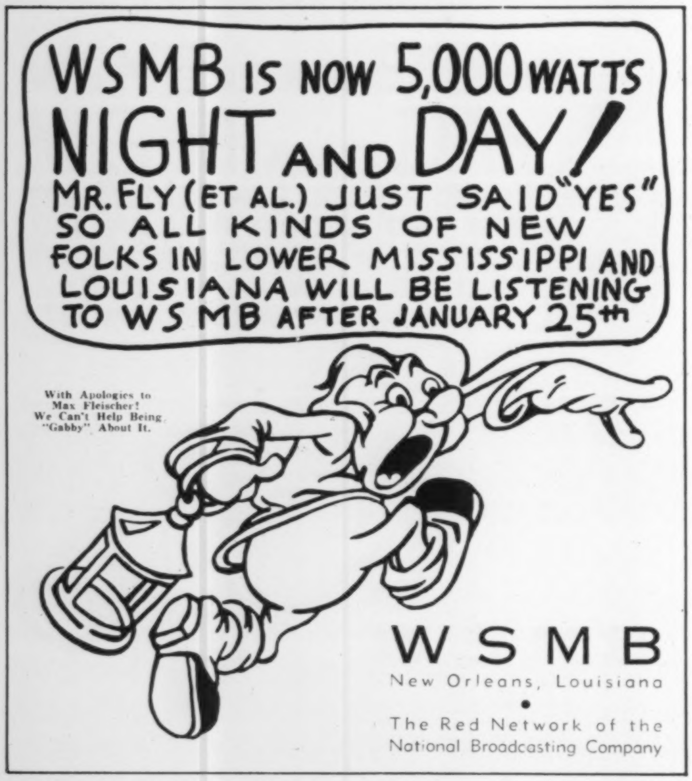
DIRECTORY OF ADVERTISING AGENCIES HANDLING RADIO

B—(Continued)

Agency	City	Address Telephone Number	Executives In Charge of Radio
Batten, Barton, Durstine & Osborn	New York	383 Madison Ave. Eldorado 5-5800	Arthur Pryor Jr.
	Boston	178 Tremont St. Hubbard 0430	Frank Baldwin Frank W. Hatch
	Pittsburgh	Grant Bldg. Grant 8060	Leon D. Hansen Faris Feland
	Buffalo	Rand Bldg. Cleveland 7915	S. P. Irvin
	Cleveland	Terminal Tower Bldg. Prospect 3621	Clarence L. Davis
	Minneapolis	Northwestern Bank Bldg. Bridgeport 8881	Wayne Tiss K. Wallace Husted
	Hollywood	6331 Hollywood Blvd. Hollywood 7337	Jack Smalley
Adrian Bauer Adv. Agency	Philadelphia	Architects Bldg. Rittenhouse 4331	Adrian Bauer (See Rosette & Hartwig)
Bauerlein Inc.	New Orleans	Hibernia Bldg. Raymond 8601	H. S. McGehee G. W. Bauerlein
Bayless-Kerr Co.	Cleveland	Hanna Bldg. Main 0917	H. D. Kerr R. S. Rimanoczy Walter Butcher Neville Bayless
Beacon Adv. Agency	New York	67 W. 44th St. Murray Hill 2-5728	Charles Rabkin
Beaumont & Hohman	Chicago	6 N. Michigan Ave. Central 4231	Hugo C. Vogel
	Atlanta	32 Peachtree St. NW. Walnut 8633	J. L. Laube
	Charleston, W. Va.	Kanawha Valley Bldg. 3-2941	Duke Burgess
	Cleveland	NBC Bldg. Cherry 3658	T. R. McCabe
	Omaha	Insurance Bldg. Atlantic 0369	O. W. O'Neal
	Dallas	1905 Elm St. 2-5388	Paul H. Leech
	Los Angeles	816 W. 5th St. Trinity 8173	W. C. Beaumont
	San Francisco	Russ Bldg. Garfield 0848	H. D. Cayford
	Portland, Ore.	Pacific Building Beacon 5151	Elwood Enck
	Seattle, Wash.	810 Third Ave. Seneca 0066	Stanley Schlenther
Beecher Adv. Co.	St. Louis	1706 Olive St. Garfield 0661	Joseph Maxwell Edward Beecher
Sterling Beeson Inc.	Toledo	2d Natl. Bank Bldg. Main 8121	Sterling Beeson R. J. Faller A. W. Reichert
Karl G. Behr Agency	Detroit	Francis Palms Bldg. Cadillac 1088	Karl G. Behr
Bennett-Adv.	High Point, N. C.	Professional Bldg. 2991	E. A. Resch Harold C. Bennett
Benton & Bowles	New York	444 Madison Ave. Wickersham 2-0400	Tom Revere William J. Fagan
	Hollywood, Cal.	6253 Hollywood Blvd. Hillside 9151	Donald Cope
Benton & Bowles-Chicago	Chicago	919 N. Michigan Ave. Delaware 8000	Carolyn E. Bonnesen Edward Aleshire
Bermingham, Castleman & Pierce	New York	136 E. 38th St. Lexington 2-7550	Arch Bermingham Stewart Wark George Castleman
Gerald S. Beskin Agency	Minneapolis	Phoenix Bldg. Atlantic 5333	Edward P. Shurick Jr.
Frank Best & Co.	New York	9 Rockefeller Plaza Circle 7-6760	A. H. Van Buren
Harvey Best Co.	Philadelphia	1002 Pine St. Kingsley 1528	Harry B. Schwartz
Bob Betts, Inc.	Denver	810 14th St. Main 1206	L. W. Koerber
George Bijur Inc.	New York	9 Rockefeller Plaza Circle 6-6330	George Bijur
Biow Co.	New York	9 Rockefeller Plaza Circle 6-9300	Milton H. Biow Miss Reggie Schuebel
Blackett-Sample-Hummert	Chicago	221 N. LaSalle St. Dearborn 0900	Harlowe P. Roberts Jack W. Laemmar Kirby Hawkes
	New York	247 Park Ave. Wickersham 2-2700	George G. Tormey Mrs. Anne Ashenhurst Hummert
Blackstone Co.	New York	1270 Sixth Ave. Circle 7-7890	Milton Blackstone
Blaine-Thompson Co.	New York	321 W. 44th St. Circle 6-0170	Marlo L. Bloom
Blaker Adv. Agency	New York	120 E. 41st St. Caledonia 5-7351	Sidney Sundell
Adolph L. Bloch Adv. Agency	Portland, Ore.	108 N. W. Ninth Ave. Broadway 5664	Bob Hargreaves Adolph L. Bloch
Chas. Blum Adv. Corp.	Philadelphia	1120 Spruce St. Pennypacker 4424	Edward A. McCay Walter W. Michener Charles Blum
Booth, Pelham & Co.	Shreveport, La.	Slattery Bldg. 2-2834	Leon Booth
W. Earl Bothwell Adv. Agency	Pittsburgh	Standard Life Bldg. Court 6565	V. A. Dahlman Robert McClean Edward Kaven T. Howard Black
Botsford, Constantine & Gardner	Portland, Ore.	115 S. W. Fourth Ave. Atwater 9541	D. M. Botsford
	Los Angeles	714 W. Olympic Blvd. Prospect 0206	John H. Weiser
	San Francisco	Russ Bldg. Exbrook 7565	Caryl Coleman
	Los Angeles	Petroleum Securities Bldg. Prospect 0206	....
	Seattle	Second Ave. Bldg. Elliott 3523	C. P. Constantine
Bowman & Block	Buffalo	Rand Bldg. Washington 0131	A. A. Bowman N. J. Block
Bowman & Columbia	New York	155 E. 44th St. Murray Hill 2-8260	Walter Larkin
Bowman-Holst-MacFarlane-Richardson	Honolulu, T. H.	Castle & Cooke Bldg. Honolulu 6239	Kenneth B. Carney
Bowman, Deute, Cummings	San Francisco	215 Market St. Sutter 4933	L. G. Moseley
	Los Angeles	714 W. Olympic Blvd. Prospect 9221	S. P. Trood
	New York	522 Fifth Ave. Murray Hill 2-0392	Thomas Steep
Boyd Co.	Los Angeles	4814 Loma Vista Ave. Lafayette 1101	John R. Boyd
Bozell & Jacobs	Omaha	Electric Bldg. Jackson 2261	F. C. Miller



WSMB IS NOW 5,000 WATTS NIGHT AND DAY!
MR. FLY (ET AL.) JUST SAID "YES" SO ALL KINDS OF NEW FOLKS IN LOWER MISSISSIPPI AND LOUISIANA WILL BE LISTENING TO WSMB AFTER JANUARY 25th
With Apologies to Max Fleischer! We Can't Help Being "Gabby" About It.

WSMB
New Orleans, Louisiana
•
The Red Network of the National Broadcasting Company

B—(Continued)

Agency	City	Address Telephone Number	Executives In Charge of Radio
Bozell & Jacobs, Texas	Houston	Standard Life Bldg. F-4106	D. C. Schnabel
Bozell & Jacobs, Indiana	Indianapolis	Traction Terminal Bldg. Lincoln 6326	Ernie Lundgren
Bozell & Jacobs, Illinois	Chicago	122 S. Michigan Ave. Wabash 2292	Leo B. Bozell
Arthur Braitsch Adv.	Providence, R. I.	Hospital Trust Bldg. Dexter 5313	Arthur Braitsch J. A. Lorimer
J. Carson Brantley Adv. Agency	Salisbury, N. C.	123 W. Innes St. 900	J. Carson Brantley A. N. Cheney
Brearley Service Org.	New York	7 East 44th St. Murray Hill 2-1519	Henry R. Gall
Bresnick & Solomont	Boston	120 Boylston St. Liberty 4732	Oscar Bresnick
R. C. Breth, Inc.	Green Bay, Wis.	310 Pine St. Howard 134	R. C. Breth
Brewer-Weeks Co.	San Francisco	564 Market St. Douglas 8234	W. A. Brewer
Briggs & Varley	New York	14 E. 48th St. Wickersham 2-8534	Tom Varley
Emil Brisacher & Staff	San Francisco	Crocker Bldg. Garfield 0276	Robert T. Van Norden Emil Brisacher Weston Settlemier Charles Gabriel
	Los Angeles	714 W. Olympic Blvd. Prospect 9368	Robert J. Davis
Broadcast Adv. Inc.	Boston	8 Newberry St Kenmore 0854	James E. Murley J. J. Manning
Clifford F. Broeder Adv. Agency	St. Louis	220 N. Fourth St. Chestnut 7586	Clifford F. Broeder Wm. H. Hoelke
Rowland Broiles Co.	Fort Worth	Dan Waggoner Bldg. 3-4224	Rowland Broiles Ruth Moseley Raymond McCarty
Bromberg Adv. Agency	Brooklyn	90 Livingston St. Triangle 5-1250	Frank Bromberg
Brooke, Smith & French	Detroit	82 E. Hancock Ave. Columbia 0860	Herbert R. Bayle
Brooke, Smith, French & Dorrance	New York	347 Madison Ave. Murray Hill 6-1800	Harry M. Overstreet Harry E. Pengel
Brooks Adv. Agency	Los Angeles	1031 S. Broadway Prospect 9207	A. R. Brooks
Bernard M. Brooks Adv.	San Antonio	Newton Bldg. Fannin 3972	Bernard M. Brooks
Robert H. Brooks Co.	Little Rock, Ark.	Boyd Bldg. 9712	....
D. P. Brother & Co.	Detroit	General Motors Bldg. Trinity 2-8250	Carl Georgi, Jr.
	Los Angeles	714 W. Olympic Blvd. Prospect 2052	Willard Wood
E. H. Brown Adv. Agency	Chicago	140 S. Dearborn St. State 9383	J. B. Allen
Brown-Alexander	Baltimore	Court Square Bldg. Plaza 7130	Paul E. Brown
Brown & Thomas	New York	370 Lexington Ave. Murray Hill 5-9727	Mal Murray
Franklin Bruck Adv. Corp.	New York	1270 Sixth Ave. Circle 7-7661	M. J. Kleinfeld
Buchanan & Co.	New York	1501 Broadway Medallion 3-3380	Paul Munroe
	Los Angeles	1709 W. 8th St. Drexel 7101	Fred M. Jordan
	Hollywood	6331 Hollywood Blvd. Gladstone 7104	Jack W. Runyon
Buchanan-Thomas Adv. Agency	Omaha	412 S. 19th St. Atlantic 2125	Adam Reinemund G. H. Lindley
Buchen Co.	Chicago	400 W. Madison St. Randolph 9305	C. W. Fisher
Bullard Agency	Port Huron, Mich.	220 Quay St. 6137	Rockwood N. Bullard
John Bunker Inc.	Cincinnati	Schmidt Bldg. Parkway 5905	J. Howard Geerin Robert A. Ruthman
Burnet-Kuhn Adv. Co.	Chicago	520 N. Michigan Ave. Superior 3800	F. J. Woods
Leo Burnett Co.	Chicago	360 N. Michigan Ave. Central 5959	E. R. Gamble
Charles L. Burns & Associates	Cleveland	1243 Rockwell Ave. Main 0654	Charles L. Burns
Bert Butterworth Agency	Hollywood	1622 N. Highland Ave. Hollywood 7263	Bert Butterworth
Byer & Bowman	Columbus, O.	203 E. Broad St. Main 3276	Joel M. Burghalter Herbert Byer Gus K. Bowman

Where WBIG

Business

Is

Good

Owned and operated by the *NORTH CAROLINA* Broadcasting Company, Inc., WBIG is geared to serve this rich and populous area of North Carolina and Virginia, that leads the south in population, value of manufactured products, annual wages paid, automobile registrations and in many other ways.

WBIG now broadcasting with newest and most modern Western Electric transmitting equipment and Blaw Knox 360′ vertical antenna, serves North Carolina and southern Virginia's more than a quarter of a million radio homes with a program policy keenly attuned to community service and a national reputation for progressiveness and showmanship.

Now *5000 watts day* and 1000 watts night, WBIG leads in service and personality and is a definite aid to commerce.

COLUMBIA CBS AFFILIATE

EDNEY RIDGE
Director

IN
GREENSBORO, N.C.

10 YEARS
OF SERVICE

An intensely personalized and productive service ... built on a policy of studying each account until thoroughly familiar with its individual problems. From this point, we "follow through" exactly as you would yourself ... making sure that you receive the greatest possible return for every one of your advertising dollars.

TO
STATION
★
AGENCY
★
CLIENT

HOWARD H. WILSON CO
CHICAGO ★ NEW YORK
KANSAS CITY ★ SAN FRANCISCO
HOLLYWOOD

DIRECTORY OF ADVERTISING

C

Agency	City	Address Telephone Number	Executives In Charge of Radio
Harold Cabot & Co.	Boston	24 Milk St. Hancock 7690	Harold Cabot
Cahn, Miller & Nyburg	Baltimore	413 N. Charles St. Vernon 4411	C. LeRoy Miller E. Lyell Gunts Louis F. Cahn Robert Nyburg
Caldwell-Baker Co.	Indianapolis	Merchants Bank Bldg. Lincoln 3666	Howard C. Caldwell
Calhoun Adv. Agency	Denver	Colorado Bldg. Main 5059	....
Calkins & Holden	New York	247 Park Ave. Wickersham 2-6900	J. J. Griffin Ray P. Clayberger
Callaway Associates	Boston	210 South St. Hancock 9471	Morris Susman
D. T. Campbell Inc.	Chicago	222 W. Adams St. State 2713	E. C. Hanson
W. Austin Campbell Co.	Los Angeles	542 S. Broadway Michigan 3875	W. Austin Campbell
Campbell-Ewald Co.	Detroit	General Motors Bldg. Trinity 2-6200	Garfield C. Packard
	Chicago	230 N. Michigan Ave. Central 1946	John Shuman
	Los Angeles	714 W. Olympic Blvd. Prospect 1275	Steven S. Arnett
	San Francisco	703 Market St. Douglas 5670	R. V. Dunne
Campbell-Ewald Co. of New York	New York	1790 Broadway Circle 7-6383	Louis E. Dean
Campbell-Lampee	New York	370 Lexington Ave. Murray Hill 3-7820	C. J. Masseck
Campbell-Mithun	Minneapolis	Northwestern Bank Bldg. Atlantic 3231	E. E. Erickson Louis Knopp
Campbell-Sanford Adv. Co.	Cleveland	Farley Bldg. Prospect 4391	Jay P. Garlough L. J. Kraft
	Toledo, O.	1922 Linwood Ave. Adams 8623	R. L. Sisson
	New York	342 Madison Ave. Murray Hill 2-8397	Fred W. Koenig
	Chicago	608 S. Dearborn St. Wabash 6770	Sylvester Geasey
Capitol Adv. Agency	New York	370 Seventh Ave. Pennsylvania 6-6551	John J. Barry
Caples Co.	Chicago	225 E. Erie St. Superior 6016	W. E. Gibson
	New York	230 Park Ave. Murray Hill 6-6500	Albert Woodley Miss Ruth Folster
	Omaha	1416 Dodge St. Jackson 1107	L. M. Branch
	Los Angeles	412 W. 6th St. Mutual 4143	E. F. Bader Majel Cronk
Carlson, Daly & Wiltman Adv.	Pittsburgh	Investment Bldg. Atlantic 4755	John C. W. Daly A. G. Carlson
Carlton Adv. Agency	Miami	Postal Bldg. 3-5685	Richard V. Porterfield L. D. Carlton
Carpenter Adv. Co.	Cleveland	Citizens Bldg. Main 1570	F. F. Lamorelle
Carter, Jones & Taylor	South Bend, Ind.	Associates Bldg. 3-3171	L. J. Carter
Carter-Owens Adv. Agency	Kansas City, Kan.	825 N. Seventh St. Drexel 3077	Charles Carter Merritt Owens W. G. Rowe
Carter-Thomson Co.	Philadelphia	1420 Walnut St. Pennypacker 0650	A. M. Fanning
Casey Adv. Co.	Nashville	Third Natl. Bank Bldg. 5-1371	M. E. Suiter
Edward Cave Co.	New York	205 E. 42d St. Murray Hill 4-3135	Edward Cave
Cecil & Presbrey	New York	247 Park Ave. Wickersham 2-8200	Henry Souvaine
	Chicago	228 N. LaSalle St. Central 5255	Edwin C. Olson
	Beverly Hills, Cal. (Russell Birdwell & Assoc.)	200 S. Beverly Drive Crestview 1-5766	Russell Birdwell
Central Adv. Corp.	Indianapolis	Board of Trade Bldg. Lincoln 7648	G. Vance Smith Ernest Cohn
Century Adv. Co.	Detroit	Industrial Bank Bldg. Cadillac 7760	Norman R. Thal
Cesana & Associates	San Francisco	Monadnock Bldg. Exbrook 8572	Carl W. Pierce

AGENCIES HANDLING RADIO

C—(Continued)

Agency	City	Address Telephone Number	Executives In Charge of Radio
Harold S. Chamberlin & Associates	St. Paul	Endicott Bldg. Garfield 4895	H. S. Chamberlin Ralph W. Thompson Patricia Bronte
✓ Chambers & Wiswell	Boston	38 Newbury St. Commonwealth 5860	George J. Chambers George C. Wiswell
Chappelow Adv. Co.	St. Louis	3615 Olive St. Jefferson 0700	Glenn W. Hutchinson
Charles Adv. Service	New York	32 E. 57th St. Plaza 3-7677	Joseph Boorster
Cheltenham Inc.	New York	551 Fifth Ave. Vanderbilt 6-3723	James E. Wilson
Nelson Chesman Co.	Chattanooga, Tenn.	Hamilton Trust Bldg. 6-4942	Henry Tritschler John E. Fontaine
Chicago Union Adv. Agency	Chicago	20 W. Jackson St. Wabash 5732	Simon Levin
Christiansen McPherson	Lincoln, Neb.	Stuart Bldg. 2-6080	Carl J. Christiansen Ralph W. McPherson
Church-Green Co.	Boston	248 Boylston St. Kenmore 5440	Charles E. Beckwith
Cinema Adv. Agency	Hollywood	1731 N. Highland Ave. Gladstone 2191	Lawrence Allen
C. P. Clark Inc. (See Gottschaldt-Humphrey, Atlanta)	Nashville	2411 West End Ave. 7-6602	B. T. Gregory C. P. Clark
Darwin H. Clark, Adv.	Los Angeles	541 S. Spring St. Michigan 6021	Darwin H. Clark
E. A. Clarke Co.	Philadelphia	505 Chestnut St. Lombard 4037	E. A. Clarke
Clements Co.	Philadelphia	1601 Chestnut St. Rittenhouse 0236	Miss A. V. West
Cline Adv. Service	Boise, Id.	1st Natl. Bank Bldg. 2491	John Greenlee C. H. Enking Ted Brook
Frederick Clinton Co.	New York	280 Madison Ave. Murray Hill 3-6547	Robert Buckbinder
Robert M. Clutch Co.	Philadelphia	121 N. Broad St. Rittenhouse 9805	Robert M. Clutch
Coe, Guy & Walter	Chicago	520 N. Michigan Ave. Delaware 5858	Loretta St. Pierre
✓ L. C. Cole Adv. Agency	San Francisco	156 Montgomery St. Exbrook 8865	L. C. Cole
	Hollywood	1651 Cosmo St. Hillside 2504	Irene Wigton
Cole's Inc.	Des Moines	720 Grand Ave. 4-0029	Robert S. Cole James L. Cole
Harold I. Collen Adv. Agency	Chicago	400 N. Michigan Ave. Delaware 5999	Harold I. Collen
Lorin C. Collins	Chicago	737 N. Michigan Ave. Superior 8518	Lorin C. Collins
Wendell P. Colton Co.	New York	122 East 42d St. Ashland 4-7444	A. F. Dermody
Russell C. Comer Adv. Co.	Kansas City	Fairfax Bldg. Harrison 3964	Russell C. Comer John C. Fehlandt
Commercial Broadcast Co.	Salt Lake City	Continental Bank Bldg. Wasatch 6908	Leo R. Jensen Howard W. Pingree
Commercial Radio Service Adv. Agency	New York	30 Rockefeller Plaza Columbus 5-0771	Andre Luotto
Commonwealth Adv. Agency	Boston	93 Summer St. Hubbard 0230	Jerome O'Leary
✓ Compton Adv. Inc.	New York	630 Fifth Ave. Circle 6-2800	John E. McMillin Wm. Maillefert Daniel Potter
	Chicago	221 N. LaSalle St. State 8747	Jane Stockdale
Condon Co.	Tacoma, Wash.	Washington Bldg. Main 3483	John Condon Victor Kaufman
Andrew Cone Agency	New York	400 Madison Ave. Plaza 8-0640	Hayes Cone
Conner Adv. Agency	Denver	RKO Bldg. Keystone 5351	Eugene Willoughby
S. A. Conover Co.	Boston	75 Federal St. Hancock 4770	Albert H. Clime
Continental Adv. Service	Los Angeles	210 W. Seventh St. Trinity 8278	Will Grant J. R. Osherenko
Coolidge Adv. Co.	Des Moines	Insurance Exchange Bldg. 3-5195	Paul Blakemore R. H. Cary H. J. Kroeger David Ainsworth
Cotter Adv, Agency	Boston	120 Boylston St. Hancock 2424	James Cotter

Whee

Sweltering under a load of four coats is no fun. And advertising budgets don't look any too healthy when advertisers pay for duplicate, triplicate and even **quadruplicate** coverage.

Yes, the man in one coat is more efficient; he can get around more, he can sell more. And so it is with radio station coverage. The **exclusive** Blue and Mutual Network coverage of WHK-WCLE delivers a complete market, all of its buyers, at only one cost. The rich Northeastern Ohio area is yours, completely, effectively and profitably.

And backing up this fact is the powerhouse of the WHK-WCLE Merchandising Headquarters. By air and by land, it's one station, one cost, one swell job.

For verification, ask Mr. L. O. Klivans of BURT'S, Inc. His story: From 3 spots to 10 hours weekly, in three years!

Represented by

RADIO ADVERTISING CORP.

New York • Chicago • Cleveland • Detroit • San Francisco • Los Angeles

WHK & WCLE Cleveland

THE UNITED BROADCASTING COMPANY

Also Operating WHKC—Columbus, Ohio

DIRECTORY OF ADVERTISING AGENCIES HANDLING RADIO

C—(Continued)

Agency	City	Address Telephone Number	Executives In Charge of Radio
Couchman Adv. Agency	Dallas	2102 Bryan St. 7-2932	Albert Couchman David Lacy
Cowan & Dengler	New York	30 Rockefeller Plaza Circle 7-6190	Ralph Bain
Cramer-Krasselt Co.	Milwaukee	733 N. Van Buren St. Broadway 3500	J. E. Giebish A. J. Spoerl C. T. McElroy A. M. Mickelsen
Chet Crank Inc.	Los Angeles	950 S. Broadway Tucker 6131	Chet Crank
Theodore B. Creamer Adv.	Hollywood	6605 Hollywood Blvd. Hempstead 8137	Theodore B. Creamer
Critchfield & Co.	Chicago	720 N. Michigan Ave. Superior 3061	M. E. Blackburn
Crook Adv. Agency	Dallas	Southwestern Life Bldg. 2-2076	Wilson W. Crook Dale Drake
Samuel C. Croot Co.	New York	28 West 44th St. Bryant 9-2588	D. B. Brandt
Crossley & Ham	San Francisco	580 Washington St. Garfield 7785	J. T. Crossley
Croydon Adv. Agency	New York	18 E. 41st St. Ashland 4-5508	Saul Kamps

D

Agency	City	Address Telephone Number	Executives In Charge of Radio
Dake Adv. Agency	San Francisco	116 New Montgomery St. Sutter 2403	L. E. Dake
Dako Adv. Agency	Minneapolis	300 Nicollett Ave. Geneva 5044	Walter Heynacker
D'Arcy Adv. Co.	St. Louis	Missouri Pacific Bldg. Central 6700	F. S. Ott
	New York	515 Madison Ave. Eldorado 5-3765	Felix W. Coste
	Cleveland	Terminal Bldg. Cherry 0158	S. P. Seward
	Atlanta	P. O. Box 1734 Hemlock 7608	J. H. Kinsella

Covering the Heart of Missouri

KFRU

COLUMBIA, MISSOURI

630 KILOCYCLES

OWNED AND OPERATED BY
SAINT LOUIS STAR-TIMES

★

NATIONALLY REPRESENTED BY
WEED & COMPANY
NEW YORK ★ CHICAGO ★ DETROIT ★ SAN FRANCISCO

D—(Continued)

Agency	City	Address Telephone Number	Executives In Charge of Radio
Jimm Daugherty Inc.	St. Louis	211 N. Seventh St. Main 0790	James M. Daugherty
David Inc.	St. Paul	First National Bank Bldg. Garfield 3872	Angeline M. Clement
	San Francisco	Monadnock Bldg. Douglas 4475	R. H. Watters
	Seattle	White Bldg. Main 4453	Carl Cleveland
Ed Davidson Adv. Agency	San Diego, Cal.	530 Broadway Franklin 3627	Ed Davidson
W. H. Davis, Adv.	Asheville, N. C.	Arcade Bldg. 1245	W. H. Davis J. T. McFall
Frank T. Day Inc.	Boston	729 Boylston St. Kenmore 4854	Harry L. Stone Frances B. Day Paul I. Murphy
Ben Dean Adv. Agency	Grand Rapids	Houseman Bldg. 8-0666	Ben Dean
De Biasi Adv. Agency	New York	51 Chambers St. Worth 2-7093	A. De Biasi
John L. deBrueys Agency	Houston	Ben Milam Hotel Capitol 2241	John L. deBrueys
Ira E. DeJernett Adv. Service	Dallas	Cotton Exchange Bldg. 2-2620	Ira E. DeJernett Violet Short
Deutsch & Shea	New York	1475 Broadway Bryant 9-5187	Arnold Deutsch
D'Evelyn & Wadsworth	San Francisco	486 California St. Garfield 8267	Leland L. Levinger
J. H. Diamond & Co.	San Francisco	580 Market St. Garfield 7700	J. H. Diamond
Dicklow Adv. Agency	Dallas	Thomas Bldg. 2-8295	Irene Scott Dicklow
Diener & Dorskind	New York	147 W. 42d St. Bryant 9-8300	Nathan A. Diener
Dillingham, Livermore & Durham	New York	400 Madison Ave. Plaza 5-3171	Robert Hotz
Frank E. Dodge & Co.	Providence, R. I.	Industrial Trust Bldg. Dexter 2470	Richard Lewis
Doe-Anderson Adv. Agency	Louisville	Martin Brown Bldg. Wabash 3193	Elmer H. Doe Warwick Anderson Ralph Leach
Ralph L. Dombrower Co.	Richmond, Va.	210 E. Franklin St. 3-1113	Wilbur Havens E. I. Wallerstein
Donahue & Coe	New York	1270 Sixth Ave. Columbus 5-4252	D. R. Parman
	Atlanta, Ga.	Hurt Bldg. Main 5662	Harry L. Morrill Jr.
Lee E. Donnelley Co.	Cleveland	Union Trust Bldg. Main 5194	Lee E. Donnelley
Doremus & Co.	New York	120 Broadway Rector 2-1600	Clifford B. Reeves
	Boston	50 Congress St. Hubbard 1510	John H. McCullough
	Philadelphia	1520 Sansom St. Rittenhouse 0925	William Reid
	Chicago	208 S. LaSalle St. Central 9132	....
	San Francisco	544 Market St. Garfield 6688	....
Dorland International Inc. (Branches in 63 countries)	New York	RCA Bldg. Circle 7-1360	H. Douglas Hadden
Dorsey Adv. Agency	Philadelphia	Bulletin Bldg. Locust 5547	....
Charles F. Dowd Inc.	Toledo	Richardson Bldg. Main 6234	....
Monroe F. Dreher Inc.	New York	RCA Bldg. Circle 6-0720	Winthrop Williams
	Newark	790 Broad St. Mitchell 2-7918	Ernest A. Dreher, Sr.
Driver & Co.	Omaha	Redick Tower Jackson 4640	H. E. Hansen
Drum Agency Inc.	Detroit	Fox Theatre Bldg. Cherry 4522	R. W. Sharp
Jim Duffy Inc.	Chicago	111 W. Washington St. Randolph 4827	James A. Duffy Donald C. Graves
Dundes & Frank	New York	64 W. 48th St. Longacre 3-1633	Harold Dundes
John H. Dunham Co.	Chicago	333 N. Michigan Ave. State 0511	Herman A. Groth
Roy S. Durstine Inc.	New York	580 Fifth Ave. Bryant 9-2977	Roy S. Durstine A. T. Gardiner
Alvin E. Dyer Adv. Agency	Spokane, Wash.	S 204 Howard St. Riverside 0026	Alvin E. Dyer

E

Agency	City	Address Telephone Number	Executives In Charge of Radio
Eastern States Adv. Agency	New York	71 W. 45th St. Bryant 9-3658	Jack Rauch
Eastman, Scott & Co.	Atlanta	Mortgage Guarantee Bldg. Walnut 9642	E. Gerry Eastman
Fred H. Ebersold	Chicago	20 N. Wacker Drive Franklin 0106	B. B. Popell
Echels Adv. Service	Los Angeles	816 W. Fifth St. Michigan 1918	C. L. Echels
Charles Eckart Co.	Los Angeles	1709 W. Eighth St. Drexel 7259	Charles Eckart
Eddy-Rucker-Nickels Co.	Cambridge, Mass.	1400 Massachusetts Ave. Kirkland 4284	Henry O. McCracken
Stanley J. Ehlinger, Adv.	Tulsa, Okla.	421 W. Sixth St. 4-2628	Stanley J. Ehlinger Joe N. Shidler
Elliott Adv. Agency	Boston	470 Stuart St. Kenmore 7974	Roy D. Elliott
Harry Elliott Adv.	San Francisco	Monadnock Bldg. Douglas 1146	Harry Elliott
A. W. Ellis Co.	Boston	24 School St. Capital 1544	Lester L. Mayo A. W. Ellis
Ellis Adv. Co.	Buffalo	3053 Main St. University 4591	Henry Weil
Sherman K. Ellis & Co.	New York	500 Fifth Ave. Lackawanna 4-3570	Lawrence Holcomb
	Chicago	141 W. Jackson Blvd. Harrison 8612	Jack Snodgrass
Joseph Ellner Co.	New York	331 Fourth Ave. Stuyvesant 9-0536	Samuel H. Ellner
Emery Adv. Co.	Baltimore	Baltimore Life Bldg. Plaza 7440	M. E. Busch
Engler, McPheron & Dupin	Louisville	Martin Brown Bldg. Wabash 1466	J. Dale McPheron
Ennis-Anderson Adv. Agency	Fresno, Cal.	Holland Bldg. 3-2613	Frank Ennis Ed E. Anderson

E—(Continued)

Agency	City	Address Telephone Number	Executives In Charge of Radio
Erwin, Wasey & Co.	New York	420 Lexington Ave. Mohawk 4-8700	Edward J. Fitzgerald
	Chicago	230 N. Michigan Ave. Randolph 4952	Holland C. Engle
	Minneapolis	Security Bldg. Atlantic 1233	Mac Martin
	San Francisco	333 Montgomery St. Exbrook 7004	Marigold Cassin
	Seattle	Skinner Bldg. Main 6435	H. O. Nelson Warren E. Kraft
	Los Angeles	714 W. Olympic Blvd. Prospect 5317	H. A. Stebbins
Benjamin Eshleman Co.	Philadelphia	260 S. Broad St. Kingsley 2590	T. L. Stix
	New York	30 Rockefeller Plaza Circle 7-2690	T. L. Stix
Lawrence Esmond Adv. Corp.	New York	285 Madison Ave. Caledonia 5-2500	Lawrence B. Epstein
William Esty & Co.	New York	100 East 42d St. Caledonia 5-1900	Richard Marvin Harry Holcombe Almon Taranto
	Hollywood	9010 Sunset Blvd. Crestview 62727	Joe C. Donohue
Albert Evans & Le May	Fort Worth	Dan Waggoner Bldg. 2-4184	Albert Evans, Jr.
Export Adv. Agency	New York	271 Madison Ave. Caledonia 5-8738	E. Mazzucchi

F

Agency	City	Address Telephone Number	Executives In Charge of Radio
Ted H. Factor Agency	Los Angeles	1709 W. Eighth St. Drexel 7187	Jerome Factor
Fairall & Co.	Des Moines	Capitol Theatre Bldg. 3-5255	L. R. Fairall C. R. Dudley J. S. McLaren
H. W. Fairfax Adv. Agency	New York	19 E. 47th St. Plaza 3-1966	Mrs. Janice S. Hamilton
Federal Adv. Agency	New York	444 Madison Ave. Eldorado 5-6400	George Comtois John S. Davidson

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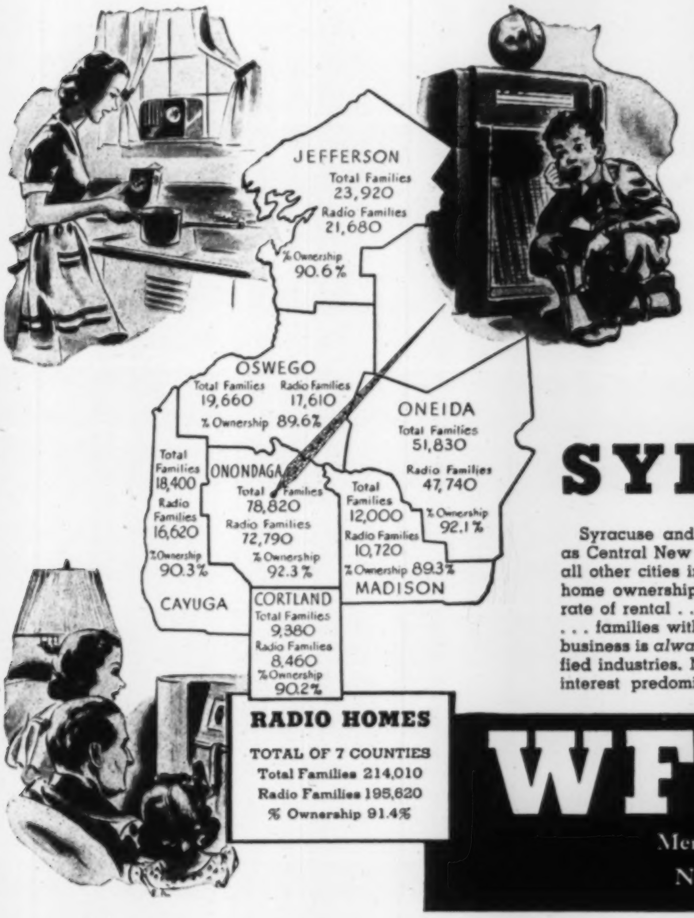

JEFFERSON
Total Families 23,920
Radio Families 21,680
% Ownership 90.6%
OSWEGO
Total Families 19,660
Radio Families 17,610
% Ownership 89.6%
ONEIDA
Total Families 51,830
Radio Families 47,740
% Ownership 92.1%
Total Families 18,400
Radio Families 16,620
% Ownership 90.3%
ONONDAGA
Total Families 78,820
Radio Families 72,790
% Ownership 92.3%
Total Families 12,000
Radio Families 10,720
% Ownership 89.3%
MADISON
CAYUGA
CORTLAND
Total Families 9,380
Radio Families 8,460
% Ownership 90.2%
RADIO HOMES
TOTAL OF 7 COUNTIES
Total Families 214,010
Radio Families 195,620
% Ownership 91.4%

WFBL

is the Station

A favorite of Syracuse and Central New York listeners, WFBL offers more network programs—more short wave broadcasts—more national and local special features to the 214,000 families living in this area. The powerful 5,000 watt coverage, coupled with the most modern radio broadcasting equipment, gives WFBL more complete coverage than any other station in Central New York.

SYRACUSE *is the Market*

Syracuse and the surrounding territory, known as Central New York, is far above the average of all other cities in many important factors, such as home ownership . . . value of homes owned . . . rate of rental . . . families with 3 or more persons . . . families with 2 or more earners. A city where business is *always* good—because of its 56 diversified industries. No single industrial or commercial interest predominates. That's why Syracuse has been used by so many leading advertisers as a "test" market.

You can build prestige for your product . . . you can establish *profitable* business in this valuable market by using WFBL. Write today for complete data regarding WFBL's coverage of this rich market as well as information regarding results obtained by WFBL advertisers.

WFBL SYRACUSE, N. Y.

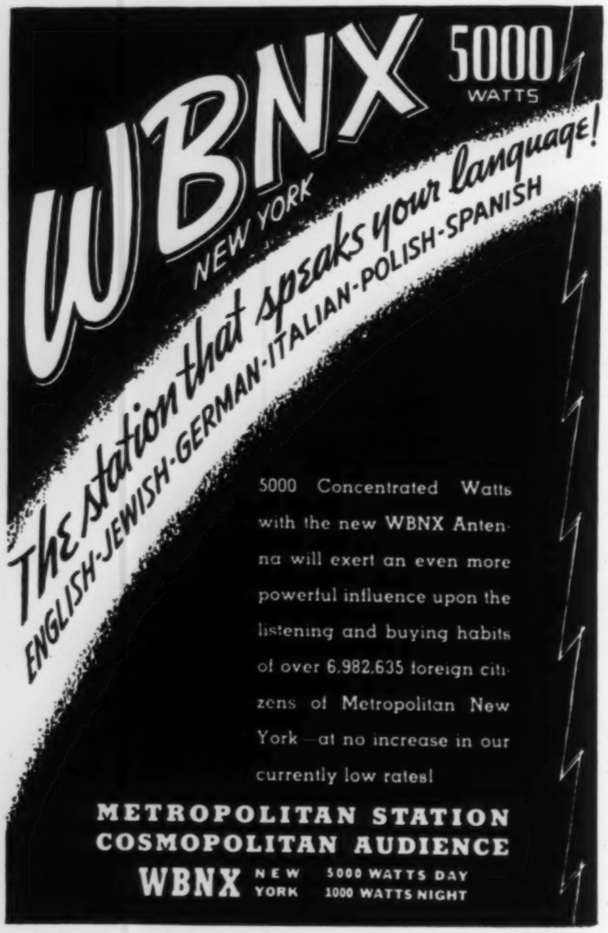
5000 Watts Daytime
1000 Watts Nighttime

Member Basic Network Columbia Broadcasting System

National Representatives, FREE & PETERS, INC.

F—(Continued)

Agency	City	Address Telephone Number	Executives In Charge of Radio
Federal Transcribed Programs	New York	101 Park Ave. Caledonia 5-7530	A. R. Steinberg
Harry Feigenbaum Adv. Agency	Philadelphia	1420 Walnut St. Pennypacker 3623	David Werman Ralph Hart
Courtland D. Ferguson Inc.	Washington	National Press Bldg. National 7713	Courtland D. Ferguson Howard Milner
	Baltimore	525 N. Charles St. Vernon 7211	James Booth
	Philadelphia	Phila. Saving Fund Bldg. Lombard 7272	John C. Mevius
Ferry-Hanly Co.	New York	500 Fifth Ave. Longacre 5-5000	H. E. Lehman
Lawrence G. Fertig & Co.	New York	149 Madison Ave. Murray Hill 4-3300	Henry Bretzfield
Robert G. Fields & Co.	Nashville	Bennie-Dillon Bldg. 6-1977	R. G. Fields
Fink & Doner	Detroit	Penobscot Bldg. Cherry 0244	Wilfred B. Doner
Firestone Adv. Agency	St. Paul	Pioneer Bldg. Cedar 2545	Allan L. Firestone Judson Anderson Allen L. Friedland
First United Broadcasters	Chicago	201 N. Wells St. Randolph 7800	Hugh Rager
David E. Fisher & Associates	Hummels Wharf, Pa.	.... Sellinsgrove 217R7-1364	David E. Fisher
Fitzgerald Adv. Agency	New Orleans	833 Howard Ave. Raymond 5194	Leonard Gessner
Flack Adv. Agency	Syracuse, N. Y.	527 S. Warren St. 2-3129	Frank G. Harrington, Jr.
Flagler Adv. Inc.	Buffalo	170 Franklin St. Cleveland 0925	M. I. Flagler
Adrian J. Flanter & Associates	New York	132 W. 43d St. Pennsylvania 6-8448	Adrian J. Flanter


WBNX
5000 WATTS
NEW YORK
The station that speaks your language!
ENGLISH-JEWISH-GERMAN-ITALIAN-POLISH-SPANISH

5000 Concentrated Watts with the new WBNX Antenna will exert an even more powerful influence upon the listening and buying habits of over 6,982,635 foreign citizens of Metropolitan New York—at no increase in our currently low rates!

METROPOLITAN STATION
COSMOPOLITAN AUDIENCE
WBNX NEW YORK 5000 WATTS DAY 1000 WATTS NIGHT

F—(Continued)

Agency	City	Address Telephone Number	Executives In Charge of Radio
Floortraffik Service	San Francisco	130 Bush St. Garfield 5232	John B. Parsons
Richard A. Foley Adv. Agency	Philadelphia	1616 Walnut St. Kingsley 1560	Russell Gray, Sr. Joseph M. DeLone, Jr.
Fonda-Haupt Co.	New York	509 Madison Ave. Plaza 8-1614	George P. Buente
Stanley W. Foran Adv. Agency	Dallas	Thomas Bldg. 2-5428	Max E. Shippee
Ford, Browne & Mathews	Chicago	100 E. Ohio St. Delaware 3800	....
Foreign Adv. & Service Bureau	New York	7 E. 42d St. Murray Hill 2-3444	J. Pechenik
Foster & Davies	Cleveland	Keith Bldg. Cherry 5792	Maxton R. Davies
R. F. Foulk Adv. Agency	Pittsburgh	331 Fourth Ave. Court 4385	R. F. Foulk
Fox Adv. Co.	Baltimore	510 St. Paul St. Vernon 3939	Merral A. Fox
Don F. E. Fox & Assoc.	Utica, N. Y.	Paul Bldg. 4-4072	Don F. E. Fox
Fox & MacKenzie	Philadelphia	1214 Locust St. Pennypacker 0531	J. B. MacKenzie
Albert Frank-Guenther Law	New York	131 Cedar St. Cortland 7-5060	Frank Reynolds
	Boston	10 Post Office Square Hancock 5900	August Hirschbaume
	Philadelphia	Packard Bldg. Rittenhouse 3915	Robert L. Ingold
	Chicago	1 LaSalle St. Dearborn 8910	Geo. Knott
	San Francisco	111 Sutter St. Sutter 2522	Vincent Beschel
Franke-Wilkinson-Schiwetz	Houston	Cotton Exchange Bldg. Capitol 0168	Joe B. Wilkinson P. C. Franke, Jr. D. K. Williams
Frankel-Rose Co.	Chicago	43 E. Ohio St. Superior 0707	Al Morey
Franklin Adv. Service	Boston	126 Newberry St. Kenmore 4644	Melvin B. Summerfield
Freitag Adv. Agency	Atlanta	Standard Bldg. Walnut 3493	Joseph V. Freitag
Oakleigh R. French & Associates	St. Louis	4235 Lindell Blvd. Newstead 0037	C. S. Pangman
Morton Freund-Adv.	New York	400 Madison Ave. Wickersham 2-7985	E. Spitzer
Charles Daniel Frey Co.	Chicago	333 N. Michigan Ave. State 8161	A. H. Black
E. M. Freystadt Associates	New York	570 Lexington Ave. Plaza 3-1253	E. M. Freystadt
Jean Scott Frickelton Adv. Agency	San Francisco	1355 Market St. Hemlock 6030	Jean Scott Frickelton
Friend Adv. Agency	New York	220 W. 42d St. Wisconsin 7-4708	Benjamin Friend
Friend-Wiener Adv. Co.	New York	111 Eighth Ave. Chelsea 3-0801	Ernest H. Wiener
Frizzell Adv. Agency	Minneapolis	Plymouth Bldg. Main 1915	F. L. Frizzell
Harry M. Frost Co.	Boston	260 Tremont St. Liberty 0813	Karl M. Frost Harvey P. Newcomb
	Lynn, Mass.	90 Exchange St. Lynn 3-0600	....
Fuller & Smith & Ross	New York	71 Vanderbilt Ave. Murray Hill 6-5600	S. J. Andrews
Fuller & Smith & Ross	Cleveland	1501 Euclid Ave. Cherry 6700	....
Fulton, Horne, Morrissey Co.	Chicago	612 N. Michigan Ave. Delaware 5430	E. H. Morrissey
Furman-Gold Co.	New York	1123 Broadway Chelsea 3-8698	H. J. Gold

G

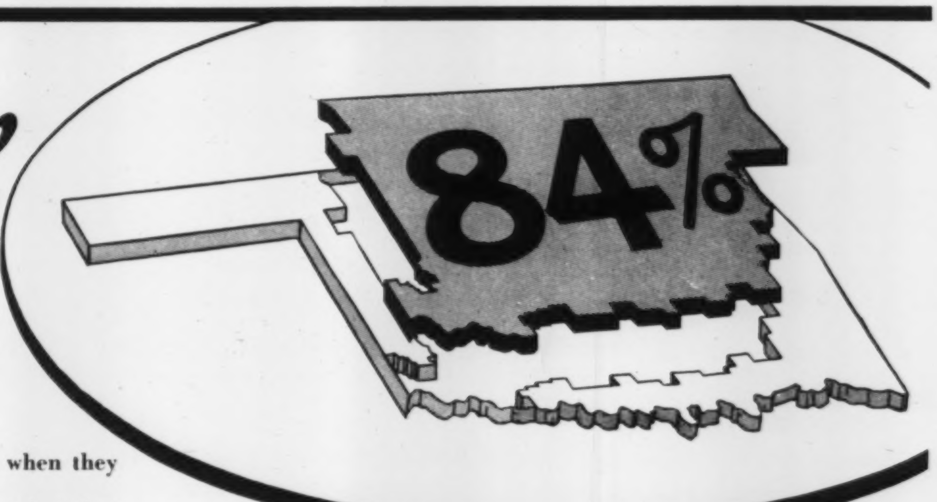
Agency	City	Address Telephone Number	Executives In Charge of Radio
Gale & Pietsch	Chicago	333 N. Michigan Ave. State 9570	R. F. Pietsch
Gallagher & Muir	Philadelphia	21 S. 12th St. Rittenhouse 1457	Edwin A. McKeon
Jerome G. Galvin Adv. Co.	Kansas City	3619 Broadway Valentine 1661	Jerome G. Galvin
Gandy Adv. Agency	Dallas	Metropolitan Bldg. 2-4737	....

G—(Continued)

Agency	City	Address Telephone Number	Executives In Charge of Radio
Gans Adv. Agency	Newark	810 Broad St. Market 5680	Frances Kurland
Gardner Adv. Co.	St. Louis	Mart Bldg. Garfield 2915	Charles E. Claggett
	New York	9 Rockefeller Plaza Columbus 5-2000	Roland Martini
	Chicago	LaSalle Wacker Bldg. Franklin 5295	Clarence Menser
	West Coast Offices—See Botsford, Constantine & Gardner		
Alvin Gardner Co.	New York	527 Fifth Ave. Vanderbilt 6-2960	Alvin I. Gardner
Sidney Garfinkel Adv. Agency	San Francisco	703 Market St. Exbrook 3420	Walter Guild
W. W. Garrison & Co.	Chicago	400 N. Michigan Ave. Superior 8191	H. P. Falvey
Geare-Marston	Philadelphia	1600 Arch St. Rittenhouse 3572	Frank Murphy
	New York	420 Lexington Ave. Mohawk 4-0880	Radcliffe Romeyn
General Adv. Agency	Los Angeles	1265 N. Vermont Ave. Olympia 2958	Ralf M. Spangler
Joseph R. Gerber Co.	Portland, Ore.	1305 SW 12th Ave. Broadway 0515	Dan Gerber J. D. Simon
Gerst Adv. Agency	Cleveland	National Bldg. Cherry 8125	....
Gerth-Knollin Adv. Agency	San Francisco	111 Sutter St. Garfield 1081	Frank Newton
	Los Angeles	1151 S. Broadway Prospect 2938	Byron H. Brown
J. Stirling Getchell	New York	405 Lexington Ave. Murray Hill 6-4800	Carolyn R. Moser C. A. Snyder
	Chicago	59 E. Van Buren St. Harrison 2606	L. O. Holmberg
	Detroit	New Center Bldg. Trinity 2-3600	I. H. MacKenzie
	Kansas City	Bryant Bldg. Harrison 8102	Karel Rickerson
Geyer, Cornell & Newell	New York	745 Fifth Ave. Wickersham 2-5400	Miss E. L. Larsen
	Detroit	New Center Bldg. Madison 6750	W. R. Denning

G—(Continued)

Agency	City	Address Telephone Number	Executives In Charge of Radio
George H. Gibson Co.	New York	100 Gold St. Beekman 3-5280	Luis Gibson
Giezendanner Adv. Co.	Houston	Citizens State Bank Bldg. Capitol 5493	John Paul Goodwin Charles J. Giezendanner, Jr. Fred B. DuBridge
Gillham Adv. Agency	Salt Lake City	Continental Bank Bldg. Wasatch 1347	J. Y. Tipton Lon Richardson Genevieve Hunt
Bert S. Gittins	Milwaukee	739 N. Broadway Daly 6230	Bert S. Gittins Earl Hodgson
Glaser-Gottschaldt	Boston	Statler Bldg. Liberty 6044	Everett E. Doten
Glasser Adv. Agency	Los Angeles	672 S. Lafayette Park Pl. Fitzroy 2141	Grace Glasser P. E. Gailey
Gleason Adv. Agency	Detroit	David Stott Bldg. Cherry 0970	A. I. Gleason
Ray K. Glenn Adv.	Oklahoma City	First National Bldg. 3-5439	Lowe Runkle
	Dallas	Liberty Natl. Bank Bldg. 2-3334	Ray K. Glenn
Francis K. Glew, Adv.	Grand Rapids	Murray Bldg. 3-4432	Francis K. Glew
Glicksman Adv. Co.	New York	400 Madison Ave. Plaza 8-0716	Norman Lessing
I. A. Goldman & Co.	Baltimore	100 N. Eutaw St. Plaza 3357	I. A. Goldman
Goldsmith Adv. Co.	Newark	1180 Raymond Blvd. Market 2-6817	Aubrey G. Brown H. J. Goldsmith
H. H. Good Adv. Agency	New York	53 Park Place Cortland 7-3120	H. H. Hoyt
Goodkind & Morgan	Chicago	919 N. Michigan Ave. Superior 5329	M. Lewis Goodkind
Gotham Adv. Co.	New York	2 W. 46th St. Longacre 5-2616	A. A. Kron
Gottschaldt-Humphrey (Division of C. P. Clark Inc.)	Atlanta	Norris Bldg. Walnut 6341	Bruce Moran
Goulston Co.	Boston	35 Court St. Lafayette 5866	E. J. Goulston



Take two

. . . but they're not small

You know what the hostess always says when they pass the hors d'oeuvres.

On our serving dish you'll find only two, but they are large enough to do a complete coverage job for you in Oklahoma.

84% of the state's 454,300 radio families live within the combined Primary listening areas of KOMA and KTUL. The two-station facilities provided in the Metropolitan Line will give you potent coverage in the state's two largest markets plus important rural listeners.

Annual retail sales in Oklahoma are close to a half billion dollars. Combine or increase your spot expenditures in this ready-to-buy market and let KOMA and KTUL cut your slice of the pie. Our double-edged knife is the one to do the job.

KOMA
Oklahoma City
5000 Watts
Day and Night

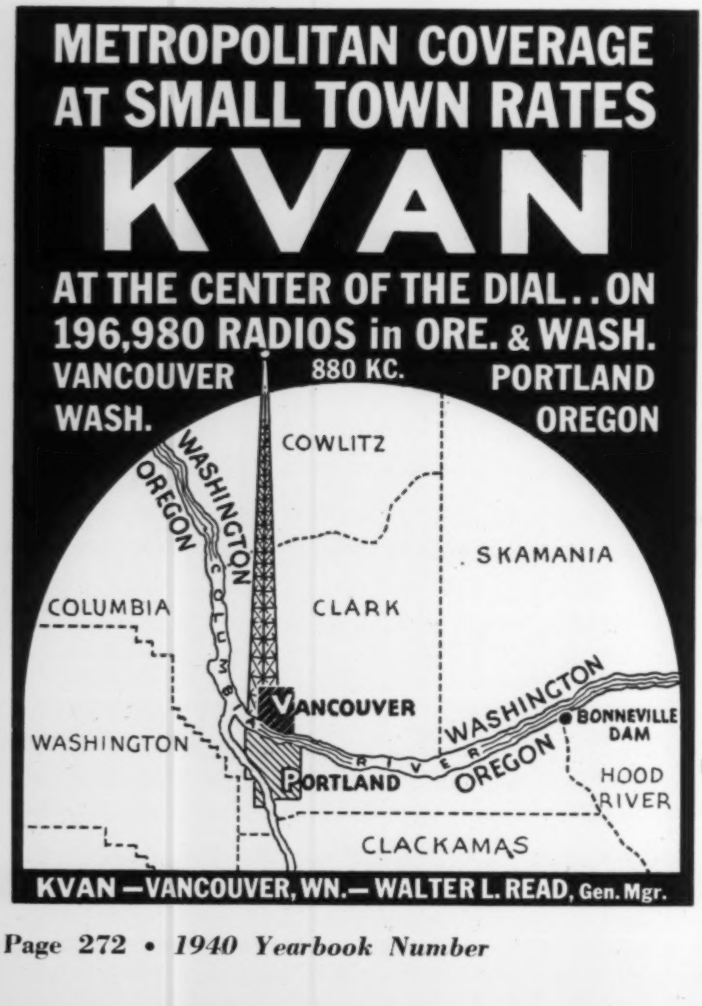
KTUL
Tulsa
5000 Watts
Day and Night

Represented by Free & Peters, Inc.
Columbia's Coverage in Oklahoma

DIRECTORY OF ADVERTISING AGENCIES HANDLING RADIO

G—(Continued)

Agency	City	Address Telephone Number	Executives In Charge of Radio
Grace & Bement	Detroit	New Center Bldg. Madison 4514	L. C. Grace
Robert L. Gracemill Adv. Agency	San Diego, Cal.	So. Title & Trust Bldg. Franklin 3553	Robert L. Gracemill Frank O'Farrell
Grady & Wagner	New York	501 Madison Ave. Eldorado 5-1625	Frank A. Grady
Grant Adv. Agency	Dallas	Gulf States Bldg. 2-5062	David Echols
	Chicago	Palmolive Bldg. Superior 9055	Virginia Stewart
Grant, Paul	Chicago	520 N. Michigan Ave. Delaware 5740	Miss A. E. Schuster
Grant & Wadsworth & Casmir	New York	405 Lexington Ave. Murray Hill 9-4591	F. W. Vurnside Robert Geake
Graphic Guild	New York	11 W. 42d St. Pennsylvania 6-0391	Alex D. Sniffen
Graves & Associates	Minneapolis	Radisson Hotel Atlantic 4531	Ivan H. Graves
Jerome B. Gray & Co.	Philadelphia	12 S. 12th St. Walnut 3636	E. H. Rogers
Russell T. Gray Inc.	Chicago	205 W. Wacker Drive Central 7750	R. V. Barr
Green-Brodie	New York	485 Madison Ave. Plaza 3-5731	Julian P. Brodie
Finley H. Greene Adv. Agency	Buffalo	360 Delaware Ave. Washington 3371	Finley H. Greene
Gregory & Bolton	Cleveland	Citizens Bldg. Main 7824	W. Bromley House
	Youngstown	Unional National Bank Bldg. 6-6262	Paul H. Bolton
Greve Adv. Agency	St. Paul	Minnesota Bldg. Cedar 5400	A. B. Connolly
Grey Adv. Agency	New York	128 W. 31st St. Chickering 4-3900	James H. Lang, Jr.



G—(Continued)

Agency	City	Address Telephone Number	Executives In Charge of Radio
Griffith Adv. Agency	St. Petersburg, Fla.	Times Bldg. 4311	Robert F. Bullard T. M. Griffith
Griswold-Eshleman Co.	Cleveland	Terminal Tower Main 7626	Earl R. Preble W. A. Weaver
Julian Gross Adv. Agency	Hartford, Conn.	11 Asylum St. 7-7179	Julian Gross G. A. Kenney
Groves-Keen	Atlanta	Bona Allen Bldg. Walnut 4517	J. L. Groves, Jr.
Guenther-Bradford & Co.	Chicago	15 E. Huron St. Superior 9474	William O Brien
	Los Angeles	536 S. Hill St. Tucker 9241	J. C. Conway
Guggenheim Adv. Agency	San Francisco	200 Bush St. Sutter 6780	George L. Guggenheim
Lawrence C. Gumbinner Adv. Agency	New York	9 E. 41st St. Murray Hill 2-5680	Paul Gumbinner
Gundlach Adv. Agency	Chicago	400 N. Michigan Ave. Superior 2292	E. T. Gundlach

H

Agency	City	Address Telephone Number	Executives In Charge of Radio
Wm. J. Hackenberg Adv.	Wheeling, W. Va.	Hawley Bldg. 1787	Wm. J. Hackenberg
M. H. Hackett Inc.	New York	9 Rockefeller Plaza Circle 6-1950	Miss Ada Stearns
Melvin F. Hall, Adv.	Buffalo	220 Delaware Ave. Madison 4461	M. F. Hall W. B. Tanner
Halpern Adv. Agency	New York	151 W. 40th St. Longacre 5-7167	Samuel Halpern
Halsell-Humphrey	Oklahoma City	First National Bldg. 2-0605	L. Buchanan
Mason L. Ham, Adv.	Boston	31 St. James Ave. Hancock 3620	Mason L. Ham Edward F. Chase
J. R. Hamilton Adv. Agency	Chicago	180 N. Michigan Ave. Randolph 7060	J. R. Hamilton
Ruth Hamilton Associates	Los Angeles	542 S. Broadway Michigan 3936	Ruth Hamilton Hazel E. Smith
Wm. Irving Hamilton Inc.	New York	267 Fifth Ave. Murray Hill 5-1737	Wm. Irving Hamilton
Hammer Adv. Agency	Hartford, Conn.	983 Main St. 5-4883	M. H. Hammer Arthur Gould
Hansell-Zook	Philadelphia	Land Title Bldg. Rittenhouse 6131	William Tindall
Hansen-Williams Adv. Agency	New York	1270 Sixth Ave. Circle 7-4131	K. K. Hansen
Howard G. Hanvey	San Francisco	Phelan Bldg. Douglas 4100	Howard G. Hanvey
L. J. Harger	Spokane, Wash.	Old Natl. Bank Bldg. Main 5001	L. J. Harger
M. E. Harlan Adv. Agency	San Francisco	525 Market St. Douglas 5721	M. E. Harlan M. C. Lodge
R. T. Harris Adv. Agency	Salt Lake City	1st Natl. Bank Bldg. Wasatch 1373	R. T. Harris
Harrison-Rippey Adv. Co.	St. Louis	Arcade Bldg. Main 1977	Milton Rippey
Hart-Conway Co.	Rochester, N. Y.	45 Exchange St. Main 2073	J. P. Street, Jr. H. E. Kennedy
George H. Hartman Co.	Chicago	307 N. Michigan Ave. State 0055	Thomas Kivlan
L. H. Hartman Co.	New York	50 Rockefeller Plaza Circle 5-4664	....
Harvey-Massengale Co.	Atlanta	Walton Bldg. Walnut 9117	E. M. Walker
	Durham, N. C.	Snow Bldg. J-8451	C. Knox Massey
L. B. Hawes General Adv. Agency	Boston	37 Temple Place Liberty 3008	Lester B. Hawes
Hays Adv. Agency	Burlington, Vt.	252 College St. 852	N. H. Myers
Hedges-Cardenas Adv. Agcy.	Houston, Texas	M & M Bldg. Fairfax 4956	Margaret Tinsley
Ralph Heineman Adv. Agency	Chicago	737 N. Michigan Ave. Delaware 3939	Ralph Heineman
Heintz, Pickering & Co.	Los Angeles	323 W. Sixth St. Michigan 6062	Carl M. Heintz William T. Pickering
Hellwig-Miller Co.	New York	9 East 40th St. Lexington 2-3080	George V. Carhart
Henri, Hurst & McDonald	Chicago	520 N. Michigan Ave. Superior 3000	Frank Ferrin

H—(Continued)

Agency	City	Address Telephone Number	Executives In Charge of Radio
Hevenor Adv. Agency	Albany, N. Y.	11 N. Pearl St. 5-1586	Horace L. Hevenor Veronica N. Hevenor Marjorie C. McMullen
Ward Hicks Inc.	Albuquerque, N. M.	315 W. Gold Ave. 280	Ward Hicks
Hicks Adv. Agency	New York	580 Fifth Ave. Bryant 9-2365	Francis Marquis
Albert P. Hill Co.	Pittsburgh	233 Oliver Ave. Grant 3700	Herbert Gesregan
W. S. Hill Co.	Pittsburgh	323 Fourth Ave. Court 0240	Allen F. Heinecke A. K. Shenk
Hillman-Shane Adv. Agency	Los Angeles	412 W. Sixth St. Vandike 5111	David Hillman
Hirshon-Garfield	New York	580 Fifth Ave. Bryant 9-9350	Marie C. Dowling
Hixson-O'Donnell Adv.	Los Angeles	555 S. Flower St. Mutual 8331	G. K. Breitenstein R. M. Hixson Mel Williamson
B. H. Hockswender Agency	Pittsburgh	Commonwealth Bldg. Atlantic 3389	B. H. Hockswender K. S. Von Senden R. E. Zimmerman
Hoffman & York	Milwaukee, Wis.	808 N. Third St. Daly 6510	Howard Peck
Hogan Adv. Co.	Kansas City	1010 Walnut St. Harrison 8605	J. L. Corless
Huber Hoge & Sons	New York	480 Lexington Ave. Plaza 3-9130	John Hoge
Holden, Graham & Clark	Detroit	Donovan Bldg. Cadillac 7810	D. C. Flint
Frances Hooper Agency	Chicago	400 N. Michigan Ave. Superior 5480	Frances Hooper
Horton-Noyes Co.	Providence, R. I.	Industrial Trust Bldg. Dexter 3316	C. H. Rickard
Houck & Co., Adv.	Roanoke, Va.	25 Church Ave. 2-3411	Claude Harrison, Jr. C. B. Houck
E. T. Howard Co.	New York	40 E. 49th St. Plaza 3-6861	Arthur Lippmann
Howard & Gymer	Cleveland	Union Commerce Bldg. Cherry 0494	Edward Howard
Charles W. Hoyt Co.	New York	551 Fifth Ave. Murray Hill 2-0850	Everett W. Hoyt
	Hartford, Conn.	650 Main St. 5-6066	Frank A. Whipple

H—(Continued)

Agency	City	Address Telephone Number	Executives In Charge of Radio
HSG Adv. Agency	New York	19 E. 53d St. Wickersham 2-3338	Harry S. Goodman
Hubbell Adv. Agency	Cleveland	1220 Huron Road Cherry 0212	Frank Hubbell
Huber & Creeden	Boston	45 Newbury St. Kenmore 3600	John S. Giffin Elmer J. Huber Leo F. Creeden
Hudson Adv. Co.	New York	21 West St. Bowling Green 9-8950	Michael Gore
Hughes Adv. Co.	Omaha, Nebr.	Omaha Loan Bldg. Atlantic 0868	....
F. A. Hughes & Co.	Rochester, N. Y.	Taylor Bldg. Stone 2080	F. A. Hughes John P. McCarthy
Humbert & Jones	New York	228 E. 45th St. Murray Hill 2-7570	K. E. Humbert
Christy Humburg Adv. Agency	St. Louis	904 Pine St. Chestnut 1558	Christy Humburg
H. B. Humphrey Co.	Boston	Statler Bldg. Liberty 4714	John C. Strouse
Humphrey, Prentke & Associates	Cleveland	Engineers Bldg. Cherry 2056	Ralph B. Humphrey Fred Fry
Hutchins Adv. Co.	Rochester, N. Y.	42 East Ave. Main 3528	Frank Hutchins
Hutchinson Adv. Co.	Minneapolis	Hodgson Bldg. Atlantic 5238	H. K. Painter

I

Agency	City	Address Telephone Number	Executives In Charge of Radio
Industrial Adv. Assn.	Chicago	400 N. Michigan Ave. Delaware 7875	Milton Petersen
Ingalls-Miniter Co.	Boston	137 Newbury St. Commonwealth 5767	J. Raymond Miniter J. C. Downing Edward McFee
Wm. A. Ingoldsby Co.	Los Angeles	257 Werdin Place Mutual 7451	A. W. Ingoldsby
Interstate Adv. Agency	Cleveland	Marshall Bldg. Main 9444	G. A. Kirkendale W. B. Dye C. M. Marvin
B. D. Iola Co.	New York	551 Fifth Ave. Murray Hill 2-6332	Irving Berk
Ivey & Ellington	Philadelphia	1400 S. Penn Square Locust 7909	William Gallow

WPTF

Raleigh, North Carolina

SIR WALTER RALEIGH

Spreading The Dominant Signal In A $214,000,000 Primary Market With Both NBC Red and Blue

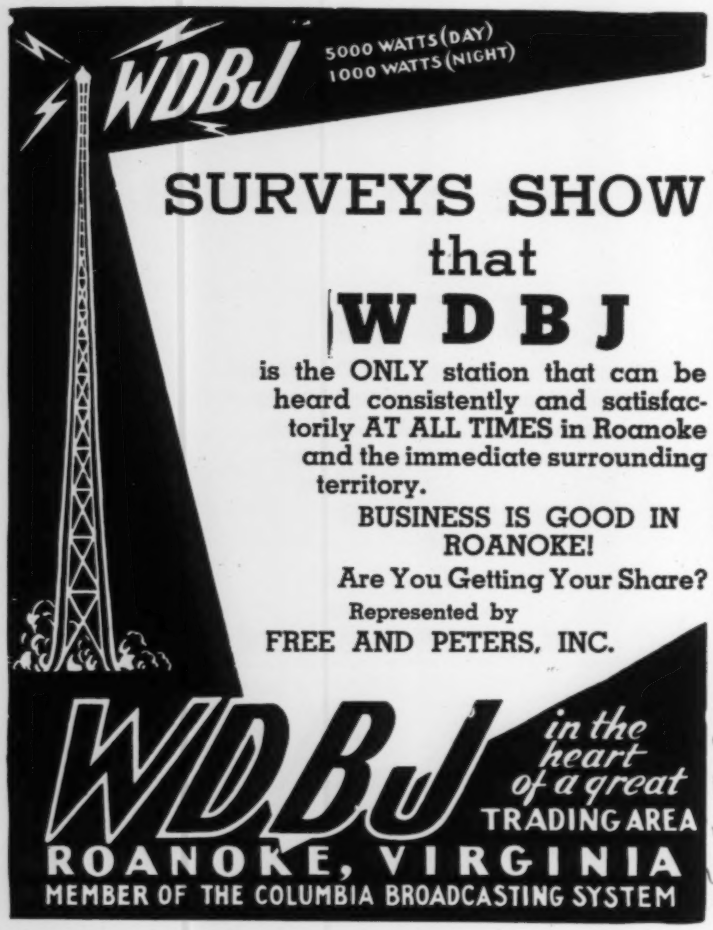
The Only Clear Channel NBC Station in North Carolina, South Carolina & Virginia

FREE & PETERS, Inc.: National Representatives

DIRECTORY OF ADVERTISING AGENCIES HANDLING RADIO

J

Agency	City	Address Telephone Number	Executives In Charge of Radio
Dillard Jacobs Agency	Atlanta	Candler Bldg. Walnut 3481	P. W. Smith
Jamesway Inc.	Boston	Park Square Bldg. Hubbard 0766	Roland D. Mahoney
Jasper, Lynch & Fishel	New York	28 W. 48th St. Wisconsin 7-7215	J. J. Rosenberg
W. C. Jeffries Co.	Los Angeles	816 West Fifth St. Mutual 2887	Wilbur C. Jeffries
William Jenkins Adv.	Philadelphia	220 S. 16th St. Kingsley 2800	William Jenkins
Jessop Adv. Co.	Akron	First Central Tower Franklin 3232	M. Rodgers
Hi Johnson Adv. Agency	Fort Worth	Flatiron Bldg. 2-8615	B. W. Johnson
Johnson, Read & Co.	Chicago	53 W. Jackson Wabash 7071	....
Johnston Adv. Agency	San Francisco	625 Market St. Douglas 8288	Samuel P. Johnston
Frank B. Johnston Adv. Agency	New York	117 Liberty St. Barclay 7-3337	Frank B. Johnston
Lyle T. Johnston Adv. Co.	Chicago	612 N. Michigan Ave. Superior 3042	Lyle T. Johnston
Dana Jones Co.	Los Angeles	950 S. Broadway Tucker 6131	Dana H. Jones O. V. Johnson
Ralph H. Jones Co.	Cincinnati	Carew Tower Main 3351	C. M. Robertson, Jr.
	New York	580 Fifth Ave. Wisconsin 7-5500	J. M. Nelson
Wylie B. Jones Adv. Agency	Binghamton, N. Y.	Capitol Theatre Bldg. 2-6491	B. W. Heimer
	New York	366 Madison Ave. Murray Hill 2-5767	....
Jones & Brakeley	New York	150 Nassau St. Beekman 3-1981	Alex W. Burger


WDBJ 5000 WATTS (DAY) 1000 WATTS (NIGHT)

SURVEYS SHOW that WDBJ is the ONLY station that can be heard consistently and satisfactorily AT ALL TIMES in Roanoke and the immediate surrounding territory.

BUSINESS IS GOOD IN ROANOKE!

Are You Getting Your Share?

Represented by FREE AND PETERS, INC.

WDBJ in the heart of a great TRADING AREA

ROANOKE, VIRGINIA

MEMBER OF THE COLUMBIA BROADCASTING SYSTEM

J—(Continued)

Agency	City	Address Telephone Number	Executives In Charge of Radio
Richard Jorgensen	San Jose, Cal.	74 N. First St. Ballard 662	Richard Jorgensen
Joseph Adv. Agency	Cincinnati	1801 Reading Road Parkway 7850	J. M. Joseph Eli Cohan
Clarence B. Juneau Agencies	Los Angeles	214 S. Vermont Ave. Drexel 1361	Clarence B. Juneau

K

Agency	City	Address Telephone Number	Executives In Charge of Radio
Robert Kahn & Associates	Chicago	430 N. Michigan Ave. Delaware 5480	Robert Kahn
Kal Adv. Inc.	Washington	Star Bldg. Metropolitan 0863	David B. Stein I. T. Cohen
John Karch Adv. Agency	New York	280 Broadway Barclay 7-1045	Michael Altomari
H. W. Kastor & Sons Adv. Co.	Chicago	360 N. Michigan Ave. Central 5331	Robert Jennings George Duram
	New York	9 Rockefeller Plaza Columbus 5-6135	Arthur Kastor
	St. Louis	Arcade Bldg. Main 3655	....
Joseph Katz Adv. Co.	Baltimore	16 E. Mt. Vernon Pl. Vernon 7094	John T. McHugh
	New York	247 Park Ave. Wickersham 2-2740	Elizabeth Black
Henry J. Kaufman Adv.	Washington	Homer Bldg. District 7400	Jeffrey A. Abel Vivian Bitner
	Baltimore	Court Square Bldg. Calvert 4675	Marx S. Kaufman
S. L. Kay Inc.	San Francisco	155 Sansome St. Exbrook 2583	Sidney L. Kay
Tyler Kay Co.	Buffalo	775 Main St. Lafayette 6111	H. Tyler Kay
Stanley Kaye Adv. Agency	Cleveland	NBC Bldg. Cherry 1490	Stanley Kaye Helen M. Little
Kayton-Spiero	New York	230 W. 41st St. Longacre 5-5090	Gerald B. Spiero
Raymond Keane Adv. Agency	Denver	Railway Exchange Bldg. Tabor 7166	Raymond Keane
Keelor & Stites Co.	Cincinnati	Carew Tower Parkway 1311	Sam Malcolm Levy
Kelly, Nason Inc.	New York	30 Rockefeller Plaza Columbus 5-6300	Joseph Burland
Kelly, Stuhlman & Zahrndt	St. Louis	Mart Bldg. Garfield 0777	Charles F. Kelly, Jr. Walter W. Zahrndt
Kenyon & Eckhardt	New York	247 Park Ave. Wickersham 2-3920	Tyler Davis
Ketchum, MacLeod & Grove	Pittsburgh	Koppers Bldg. Atlantic 1100	C. E. Livingston
Key Adv. Co.	Cincinnati	Fountain Square Bldg. Main 1164	Samuel Glueck
H. M. Kiesewetter Adv. Agency	New York	9 E. 40th St. Lexington 2-0025	H. M. Kiesewetter S. H. Baker A. C. Christensen Sidney Alexander
Abbott Kimball Co.	New York	250 Park Ave. Plaza 5-6061	William Englemann
Austin Kin Agency	Hollywood	1622 N. Highland Ave. Hollywood 7263	Austin King
Kingshall Adv. Agency	Pasadena, Cal.	328-330 N. Lake Ave. Sycamore 3-6533	Charles E. Sydnor
Albert Kircher Co.	Chicago	111 N. Canal St. Dearborn 8467	Roy E. Dodge
	Philadelphia	12 S. 12th St. Walnut 4341	E. M. Davis
Kirkgasser-Drew Co.	Chicago	400 N. Michigan Ave. Superior 9794	Leslie A. Drew
W. S. Kirkpatrick Adv. Service	Portland, Ore.	American Bank Bldg. Beacon 3109	Robert Mayberry
Klau-Van Pietersom-Dunlap Associates	Milwaukee	744 N. Fourth St. Marquette 6780	Lee I. Archer
Philip Klein Inc.	Philadelphia	1910 Rittenhouse Sq. Kingsley 1420	Jesse J. Kagel
Kleppner Co.	New York	551 Fifth Ave. Murray Hill 2-6467	Moran McKinless
Klinger Adv. Corp.	New York	119 W. 57th St. Columbus 5-5990	Atwood A. Klinger
Knox Reeves	Minneapolis	307 Fourth Ave. S. Bridgeport 4291	Lloyd Griffin
	New York	122 E. 42d St. Murray Hill 4-3982	Brad Robinson

K—(Continued)

Agency	City	Address Telephone Number	Executives In Charge of Radio
M. R. Kopmeyer Co.	Louisville	Realty Bldg. Wabash 5061	M. R. Kopmeyer
J. M. Korn & Co.	Philadelphia	1528 Walnut St. Race 1556	Isabel Feinman
	New York	369 Lexington Ave. Lexington 2-5535	Louis de Garmo
Kraff Adv. Agency	Minneapolis	1010 Second Ave. Bridgeport 3166	Norm E. Kraff
Arthur Kudner Inc.	New York	630 Fifth Ave. Circle 6-3200	Charles Gannon Alan Ward
	Washington	Albee Bldg. National 5506	Frank Getty
	Detroit	New Center Bldg. Madison 5315	Robert Copeland
	San Francisco	1601 Van Ness Ave. Graystone 2000	J. H. Hornell
Kremer & Howard	Memphis	Exchange Bldg. 5-4343	Homer Gentry Erle Hawry
Krichbaum Co.	Cleveland	Leader Bldg. Cherry 8070	Norman G. Krichbaum
Marion Kyle Adv. Agency	Los Angeles	650 S. Grand Ave. Trinity 0965	Marion Kyle

L

Agency	City	Address Telephone Number	Executives In Charge of Radio
Lake-Spiro-Cohn	Memphis	Sterick Tower 5-1571	....
Lambert & Feasley	New York	9 Rockefeller Plaza Columbus 5-3721	Martin Horrell Ira Ashley
Lamport Fox & Co.	South Bend, Ind.	J. M. S. Bldg. 3-2161	C. F. Prell
A. B. Landau Inc.	New York	270 Broadway Rector 2-5341	Herman Younglieb
Landsheft & Warman	Buffalo	Liberty Bank Bldg. Cleveland 7260	H. L. Barber
Lang, Fisher & Kirk	Cleveland	1010 Euclid Ave. Main 6579	Alvin B. Fisher

L—(Continued)

Agency	City	Address Telephone Number	Executives In Charge of Radio
Lanpher & Schonfarber	Providence, R. I.	58 Weybosset St. Gaspee 4813	Lawrence Lanpher E. Doris Armstrong
Rupert L. Larson, Adv.	Los Angeles	407 E. Pico Blvd. Prospect 9013	Rupert L. Larson
Lauesen & Salomon	Chicago	520 N. Michigan Ave. Superior 0738	A. M. Salomon
Lavenson Bureau	Philadelphia	12 S. 12th St. Lombard 1158	Roland Israel
Lavin Co.	Boston	Statler Bldg. Liberty 0030	J. L. Lavin C. C. Palmer
Leche & Leche Adv. Co.	Dallas	Mercantile Bldg. 7-1479	....
Leeford Adv. Agency	New York	315 Fourth Ave. Stuyvesant 9-1742	David D. Lee
Al Paul Lefton Co.	Philadelphia	1617 Pennsylvania Blvd. Rittenhouse 1500	Thomas A. Ballantyne Edith Righter
	New York	521 Fifth Ave. Vanderbilt 6-4340	Robert Misch
	Chicago	435 N. Michigan Ave. Superior 3567	....
Hart Lehman Adv.	New York	116 Broad St. Bowling Green 9-9838	Hart Lehman
Leighton & Nelson	Schenectady	202 State St. 6-4202	George R. Nelson
Lennen & Mitchell	New York	17 E. 45th St. Murray Hill 2-9170	Mann Holiner
	Hollywood	8949 Sunset Blvd. Crestview 15206	Jay Clark
S. R. Leon Inc.	New York	1775 Broadway Columbus 5-0020	S. R. Leon
H. B. LeQuatte Inc.	New York	200 Madison Ave. Ashland 4-5571	H. B. LeQuatte
Lessing Adv. Co.	Des Moines	Walnut Bldg. 3-7669	R. J. Flynn D. L. Dungan
M. C. Levee	Los Angeles	1300 Crescent Heights Blvd. Gladstone 3115	M. C. Levee

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KMA Shenandoah, Iowa
NBC Blue and Mutual

Represented by Howard H. Wilson Co.

DIRECTORY OF ADVERTISING AGENCIES HANDLING RADIO

L—(Continued)

Agency	City	Address Telephone Number	Executives In Charge of Radio
Raymond Levy Organization	New York	551 Fifth Ave. Vanderbilt 6-0330	Raymond Levy L. J. Alles
Ted Levy Adv. Agency	Denver	Temple Court Bldg. Cherry 4521	Nobourne Smith Barbara Aiton
Addison Lewis & Associates	Minneapolis	Foshay Tower Atlantic 6235	M. Anderson
Lewis Agency Inc.	Washington	Star Bldg. Metropolitan 4638	G. A. Lewis
Carr Liggett, Adv.	Cleveland	812 Superior Ave. N. E. Cherry 3434	Carr Liggett
Lightfoot Associates	New York	342 Madison Ave. Vanderbilt 6-2383	Warren R. Lightfoot Mrs. Marie Hughes
Little Adv. Co.	Huntington, W. Va.	First Natl. Arcade 6146	H. L. Little C. M. Pace
Monte Little Co.	Huntington	First Natl. Arcade 6146	Monte Little
Livermore & Knight Agency	Providence	42 Pine St. Gaspee 6111	Arthur L. Dean Wm. B. Gowdey, Jr. Herbert W. Gerlack
	Boston	Park Square Bldg. Hubbard 6244	I. E. Blaine
Leon Livingston Adv. Agency	San Francisco	Mills Bldg. Sutter 7340	O. L. Hobson
Lockwood-Shackelford Adv. Agency	Los Angeles	122 E. Seventh St. Trinity 9801	Ralph D. Lockwood Norman Boroughs
Lester A. Loeb Adv. Agency	New York	25 W. 45th St. Bryant 9-4440	Lester A. Loeb
Loeb Adv. Agency	Atlanta	Norris Bldg. Main 6935	Mabel H. Loeb V. A. Pario
Loewy Adv. Agency	New York	5 Beekman St. Worth 2-3773	Henry Loewy
Logan & Rouse Inc.	Los Angeles	621 S. Hope St. Trinity 8194	O. K. Fagan Dudley L. Logan John M. Alden
W. E. Long Co.	Chicago	155 N. Clark St. Randolph 4606	Dan Ryan

WTMV

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with
THE BIG AUDIENCE
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—on the hour!"

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WTMV
E. ST. LOUIS ILLINOIS

250 WATTS — UNLIMITED TIME

L—(Continued)

Agency	City	Address Telephone Number	Executives In Charge of Radio
Long Adv. Service	San Jose, Cal.	19 N. Second St. Ballard 5600	Alvin Long
	San Francisco	681 Market St. Douglas 3168	Hassel W. Smith
Lord & Thomas	New York	247 Park Ave. Wickersham 2-6600	Edward Lasker Norman Morrell John Hymes
	Chicago	919 N. Michigan Ave. Superior 4800	Miss Holly Shively
	San Francisco	Russ Bldg. Sutter 2355	M. Campbell
	Hollywood	6331 Hollywood Blvd. Hollywood 6265	Thomas A. McAvity
James R. Lunke & Associates	Seattle	Joseph Vance Bldg. Main 7977	James R. Lunke
Lucerna Co.	New York	17 E. 45th St. Murray Hill 2-7267	Nicholas Goldman
Earle Ludgin Inc.	Chicago	230 N. Michigan Ave. Franklin 1762	Vincent R. Bliss
Lynn-Fieldhouse	Wilkes-Barre, Pa.	15 S. Franklin 2-7182	L. S. Fieldhouse W. B. Pritchard
Lyon Agency	San Francisco	1116 New Montgomery St. Douglas 3546	D. E. Lyon
J. Horace Lytle Co.	Dayton	333 West First St. Adams 2286	J. E. Romig
	Columbus	79 E. State St. Adams 7461	C. L. Jaycox M. L. Brand

M

Agency	City	Address Telephone Number	Executives In Charge of Radio
MacDonald-Cook Co.	South Bend, Ind.	Sherland Bldg. 3-8244	Fred Cook
MacDonald-Potter Inc.	Chicago	230 N. Michigan Ave. Randolph 6969	Robert E. Potter
Mace Adv. Agency	Peoria, Ill.	Lehmann Bldg. 7-197	M. J. Matusak Richard Davis
Hays MacFarland & Co.	Chicago	333 N. Michigan Ave. Randolph 9360	Evelyn Stark
MacGruder & Co.	Denver	Midland Savings Bldg. Cherry 4551	W. W. MacGruder M. C. Grinspan
MacKenzie, Inc.	Minneapolis	431 Clifton Ave. Kenwood 2500	Eben MacKenzie
MacManus, John & Adams	Detroit	Fisher Bldg. Trinity 2-8300	Sherwood Reekie
	San Francisco	Monadnock Bldg. Douglas 1146	Harry Elliott
Maggart Adv. Agency	Chicago	333 N. Michigan Ave. Central 3861	M. E. Maggart
Katherine H. Mahool Adv.	Baltimore	12 E. Lexington St. Plaza 3617	Frank Katz
L. G. Maison & Co.	Chicago	600 S. Michigan Ave. Harrison 1356	L. G. Maison
Malcolm-Howard Adv. Agency	Chicago	20 E. Jackson Blvd, Webster 2110	Arthur M. Holland
David Malkiel Adv. Agency	Boston	260 Tremont St. Liberty 1421	Harry Lane Alfred Black Martin Kadis
T. J. Maloney Inc.	New York	122 E. 42d St. Murray Hill 4-0766	Mrs. Anne Gibbons
J. P. Mandel & Co.	Los Angeles	307 W. Eighth St. Trinity 7664	J. P. Mandel
Lloyd Mansfield Co.	Buffalo	Dun Bldg. Washington 2762	Lloyd Mansfield
D. S. Manson & Associates	Minneapolis	Essex Bldg. Bridgeport 6228	Lynn Meyer
Manternach Inc.	Hartford, Conn.	170 High St. 2-0193	Arthur H. Patterson
Marschalk & Pratt	New York	535 Fifth Ave. Vanderbilt 6-2022	Curt Peterson
Terrill Belknap Marsh Associates	New York	480 Lexington Ave. Eldorado 5-4570	T. B. Marsh
Martin-Frank	Detroit	Fox Theatre Bldg. Randolph 6220	E. G. Fank F. V. Martin
Gustav Marx Adv. Agency	Milwaukee	125 E. Wells St. Marquette 0726	Gustav Marx
Chas. A. Mason	Detroit	David Stott Bldg. Cherry 1945	Charles A. Mason
Mason-Relkin Co.	New York	369 Lexington Ave. Ashland 4-3531	Roger B. Relkin
J. M. Mathes Inc.	New York	122 E. 42d St. Lexington 2-7450	Wilfred S. King Fletcher Turner
Matteson-Fogarty-Jordan Co.	Chicago	307 N. Michigan Ave. Randolph 7000	C. C. Fogarty Palmer J. Clark

M—(Continued)

Agency	City	Address Telephone Number	Executives In Charge of Radio
Maxon Inc.	Detroit	2761 E. Jefferson Ave. Fitzroy 5710	H. G. Selby
	New York	570 Lexington Ave. Eldorado 5-2930	Don Forker
	Chicago	919 N. Michigan Ave. Delaware 3536	L. J. Sholty
	Bridgeport, Conn.	1260 Boston Ave. 41121	W. Ray Baker
	Cleveland	Heights Rockefeller Bldg. Yellowstone 7774	W. Ray Baker
Mayer-Lopez	New York	342 Madison Ave. Vanderbilt 6-1077	Anna F. Schneider
Mayers Co.	Los Angeles	1240 S. Main St. Prospect 0101	Theodore W. Cate
Harry Y. Maynard & Associates	San Francisco	333 Pine St. Douglas 3310	....
Chas. H. Mayne Co.	Los Angeles	318 W. Ninth St. Trinity 5579	Eugene P. Ramsay
McCann-Erickson	New York	50 Rockefeller Plaza Circle 5-7000	Stuart Ludlum Margaret Jessup Dorothy Barstow Francis H. Conrad
	Atlanta	10 Pryor St. Main 1062	Robert H. Scott
	Cleveland	Guardian Bldg. Cherry 3490	R. M. Alderman
	Chicago	910 S. Michigan Ave. Webster 3701	George Dunscomb
	Denver	Patterson Bldg. Cherry 5518	J. S. Barrows
	San Francisco	114 Sansome St. Douglas 5560	Walter Burke H. Q. Hawes
	Los Angeles	448 S. Hill St. Mutual 1181	A. J. Bruhn
Ray McCarthy Adv. Service	New York	9 Rockefeller Plaza Columbus 5-2050	Ray McCarthy
McCarty Co.	Los Angeles	1206 S. Maple Ave. Prospect 9132	Terrell T. McCarty M. L. Gowans H. E. Cassidy
	San Francisco	116 New Montgomery St. Sutter 8224	W. H. Wilde
McConnell-Eastman & Co. (See Canadian Agencies)	New York	363 Lexington Ave. Murray Hill 5-5790	S. K. Arnott
McCord Co.	Minneapolis	Hodgson Bldg. Bridgeport 1225	E. B. Grove
McCormick Co.	Amarillo, Tex.	217 E. Seventh Ave. 5333	John R. Forkner
McDaniel, Fisher & Spelman	Akron, O.	First Central Tower Franklin 7108	A. C. Fisher
McDougall & Weiss	Chicago	410 N. Michigan Ave. Delaware 4317	Charles H. McDougall Edward H. Weiss
McGiveran-Child Co.	Chicago	228 N. LaSalle St. Franklin 3322	Dorothy H. McGiveran Janet H. Child
Leo E. McGivena & Co.	New York	444 Madison Ave. Plaza 3-7422	J. Mitchel Thorsen
McJunkin Adv. Co.	Chicago	228 N. LaSalle St. State 5060	Frank R. Steel
McKee & Albright	Philadelphia	1400 S. Penn Square Locust 4737	E. R. Walmsley
	New York	RCA Bldg. Columbus 5-2058	H. F. Korholz
McLain Organization	Philadelphia	12 S. 12th St. Walnut 1131	Alice B. Thompson
Frank A. McMahon	New York	Wellington Hotel Circle 7-5570	Frank A. McMahon
Philip J. Meany Co.	Los Angeles	816 W. Fifth St. Michigan 3601	Philip J. Meany Carl K. Tester Ray Clinton
Meermans Inc.	Cleveland	NBC Bldg. Cherry 2480	Carl Brinkman
Meldrum & Fewsmith	Cleveland	Leader Bldg. Cherry 4505	R. G. Simmons
Menken Adv. Inc.	New York	280 Madison Ave. Murray Hill 5-0570	Anna R. Belman
Merrill Adv. Co.	Cincinnati	C. of C. Bldg. Cherry 3006	....
Yale Merrill Co.	Baltimore	Calvert Bldg. Plaza 0607	Yale Merrill A. J. Merrill Katherine Bucher
Metropolitan Adv. Co.	New York	92 Liberty St. Rector 2-0450	H. Sloan Joseph Cirone
	Los Angeles	462 E. Third St. Michigan 6405	A. F. Nelson
Mid-Town Adv. Agency	New York	57 W. 125th St. Lehigh 4-2910	Sol Prowler
Midwest Adv. Agency	Rockford, Ill.	315 W. State St. Main 1456	W. A. Pitschke

M—(Continued)

Agency	City	Address Telephone Number	Executives In Charge of Radio
Miller Agency Co.	Toledo	2144 Madison Ave. Main 6194	David Heer
Allen G. Miller Co.	Grand Rapids	24 Wealthy St. 9-3451	Allen G. Miller
Harry M. Miller Inc.	Columbus	22 E. Gay St. Adams 7243	....
	Cincinnati	Enquirer Bldg. Cherry 1844	Robert M. Fleming
John Thomas Miller	New York	71 W. 35th St. Wisconsin 7-3996	George Hecker
M. Glenn Miller	Chicago	8 S. Michigan Ave. Franklin 1310	....
Ray Mills Adv. Agency	Auburn, Me.	4 Washington St. 190	Raymond T. Mills
Milne & Co.	Seattle	Exchange Bldg. Main 2136	R. P. Milne Jas. K. Heffernan
Dan B. Miner Co.	Los Angeles	1151 S. Broadway Richmond 3101	Fred Meyer John Guedel J. S. Miner
Mitchell Adv. Agency	Minneapolis	84 S. 10th St. Main 5387	J. H. Mitchell Frank S. Conkey
Mitchell-Faust Adv. Co.	Chicago	230 N. Michigan Ave. State 6610	Paul Holman Faust C. J. Turner Dorothy L. Parsons
Mithoff & White	El Paso	Martin Bldg. Main 4500	....
Arthur R. Mogge Inc.	Chicago	307 N. Michigan Ave. State 2908	....
	St. Louis	Arcade Bldg. Central 4123	E. E. Kromnacker
Emil Mogul Co.	New York	625 Madison Ave. Eldorado 5-1756	Emil Mogul
Ralph Moore Inc.	St. Louis	208 N. Broadway Chestnut 8728	Ralph Moore
Moore & Hamm	New York	18 E. 48th St. Plaza 3-2385	....
C. Church More & Co.	Los Angeles	117 W. Ninth St. Vandike 0540	C. Church More

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1937 over 1936 - 69%
1938 over 1937 - 16%
1939 (9 mo.) over 1938 (9 mo.) 85%
1939 over 1935 - 1,043%

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PAUL H. RAYMER & CO., National Representatives
Affiliated with World Broadcasting System

DIRECTORY OF ADVERTISING AGENCIES HANDLING RADIO

M—(Continued)

Agency	City	Address Telephone Number	Executives In Charge of Radio
Chester C. Moreland Co.	Cincinnati	Times-Star Tower Parkway 1178	Chester C. Moreland
Raymond R. Morgan Co.	Hollywood	6362 Hollywood Blvd. Hempstead 4194	Raymond R. Morgan Richard E. Messer
R. A. Moritz Co.	Davenport, Ia.	Kahl Bldg. 2-3181	R. A. Moritz
H. C. Morris & Co.	New York	420 Lexington Ave. Lexington 2-8650	H. C. Morris
Hoyt Evans Morris	Detroit	Barlum Tower Cherry 6622	Hoyt Evans Morris
Morris & Davidson	Chicago	430 N. Michigan Ave. Superior 3933	W. Pinsker
Morrison Adv. Agency	Milwaukee	1324 W. Wisconsin Ave. Marquette 5372	Marie M. Murray
Morse International	New York	122 E. 42d St. Lexington 2-6727	Richard Nicholls
Moser & Cotins	Utica, N. Y.	10 Hopper St. 4-6141	T. E. Moser A. S. Cotins J. N. Brown
	New York	420 Lexington Ave. Mohawk 4-7187	H. L. Hicks H. L. Steiner
Moss Associates	New York	415 Lexington Ave. Vanderbilt 6-2353	Hines Hatchette
Faraon Jay Moss Inc.	Hollywood	1462 N. Stanley Ave. Granite 8878	Faraon Jay Moss
Moss-Chase Co.	Buffalo	425 Franklin St. Grant 8614	E. J. Felt
C. Wendel Muench & Co.	Chicago	210 E. Ohio St. Whitehall 7717	George R. Euwena Carl Forsberg
J. P. Miller & Co.	New York	19 W. 44th St. Murray Hill 2-2085	A. H. Lange
C. N. Mullican Co.	Louisville	Realty Bldg. Jackson 5834	C. N. Mullican
Mumm, Romer, Robbins & Pearson	Columbus, O.	33 N. Grant Ave. Main 1385	H. J. Nichols L. J. Sullivan
Willard G. Myers Adv. Agency	New York	RCA Bldg. Circle 7-3527	Willard G. Myers
Irvin Myerson Agency	Chicago	330 S. Wells St. Harrison 7588	Irvin Myerson

N

Wesley K. Nash Co.	St. Louis	Mart Bldg. Chestnut 4155	Phil Thompson
Needham, Louis & Brorby	Chicago	360 N. Michigan Ave. State 5151	Otto R. Stadelman W. R. Fowler
	Milwaukee	231 W. Wisconsin Ave. Marquette 7527	Harry L. Bird
	Hollywood	1680 N. Vine St. Granit 8803	Cecil Underwood
Neff-Rogow	New York	30 Rockefeller Plaza Circle 7-4231	William Rogow Walter J. Neff
Neisser Meyerhoff	Chicago	Wrigley Bldg. Delaware 7860	Walter R. Neisser A. E. Meyerhoff Nelson A. Shawn
	Milwaukee	759 N. Milwaukee Ave. Marquette 3144	....
	Los Angeles	530 W. Sixth St. Tucker 2607	George Taylor
Ted Nelson Associates	New York	1650 Broadway Circle 7-2829	Ted Nelson
Nesbitt Service Co.	Cleveland	Hanna Bldg. Cherry 4804	K. A. Nesbitt M. C. Nesbitt
Newby, Peron & Flitcraft	Chicago	222 W. Adams St. Andover 3311	A. Herbert Peron Walter Zivi
Newell-Emmett Co.	New York	40 E. 34th St. Ashland 4-4900	William Reydel D. B. Langan
Theodore A. Newhoff Adv. Agency	Baltimore	Calvert Bldg. Plaza 7155	Marx S. Kafman G. Paul Forman
N. J. Newman Adv. Agency	Los Angeles	307 W. Eighth St. Trinity 7664	N. J. Newman
Robert S. Nichols Agency	Seattle	Lloyd Bldg. Elliott 7417	Robert S. Nichols Robert Hillis Jack McClintock Howard Youngman
Kelso Norman Organization	San Francisco	703 Market St. Douglas 2848	Kelso Norman
Northwest Radio Adv. Corp.	Seattle	American Bank Bldg. Main 9282	Edwin A. Kraft W. L. Paul
Norton Adv. Service	Niagara Falls, N. Y.	615 Orchard Parkway 3508	M. Bradley Norton
Robert L. Nourse Co.	Los Angeles	844 Wall St. Vandike 3463	Robert L. Nourse H. H. Hindley
Earl C. Noyes Adv. Agency	Rutland, Vt.	129 State St. 56	Al Taylor Earl C. Noyes

O

Agency	City	Address Telephone Number	Executives In Charge of Radio
O'Callaghan Adv. Agency	Memphis	U. P. Natl. Bank Bldg. 8-4212	Getz Crenshaw
O'Day, Sheldon & Canaday	New York	400 Madison Ave. Plaza 3-1670	J. F. Quick
Ogden Adv.	Kalamazoo	American Natl. Bank Bldg. 4967	M. Dale Ogden
Ohio Adv. Service	Cleveland	1740 E. 12th St. Prospect 7177	S. L. Abrams
P. F. O'Keefe Adv. Agency	Boston	45 Bromfield St. Liberty 1700	W. C. Sampson
Olmsted-Hewitt	Minneapolis	1200 Second Ave. Atlantic 0202	Ward H. Olmsted Gordon Daline Robert C. Millar
Olsen & Kelley	Milwaukee	161 W. Wisconsin Ave. Marquette 6178	....
O'Malley Adv. & Selling Co.	Boston	44 School St. Capitol 0060	Charles D. O'Malley E. F. Young

P

Pacific Adv. Staff	Oakland, Cal.	414 E. 13th St. Templebar 2885	Eric F. Dandy
Pacific Market Builders	Los Angeles	530 W. Sixth St. Trinity 4937	Fred G. Swartz J. B. Kiefer
Pacific National Adv. Agency	Seattle	605 Union St. Eliot 4884	F. G. Mullins Marjorie McPherson
	Portland, Ore.	Fenton Bldg. Atwater 4339	Harold Stone
	Tacoma, Wash.	Rust Bldg. Main 6515	John B. Goff
Packard & Neff	Detroit	2210 Park Ave. Cadillac 9154	M. A. Neff C. A. Packard
Paris & Peart	New York	370 Lexington Ave. Caledonia 5-9840	Eugene J. Cogan Frank H. Pamentel
Tom Jones Parry Inc.	Seattle	Hoge Bldg. Seneca 0989	Tom Jones Parry
Harry J. Patz Co., Adv.	Baltimore	Hearst Tower Bldg. Calvert 3887	Harry J. Patz Theo. J. Patz
B. J. Paulson Associates	Milwaukee	623 N. Second St. Marquette 6877	B. J. Paulson H. H. Sinako E. I. Shickel
Hancock Payne Adv. Org.	Philadelphia	Public Ledger Bldg. Lombard 2405	Charles D. Ledyard
W. Montague Pearsall	New York	30 Vesey St. Cortlandt 7-3700	W. Montague Pearsall
Peck Adv. Agency	New York	444 Madison Ave. Plaza 3-0900	Arthur Sinsheimer A. L. Moss
Pedlar & Ryan	New York	250 Park Ave. Eldorado 5-7700	Gregory Williamson Frank G. Silvernail
Perrin-Pays Co.	Chicago	8 S. Michigan Ave. Central 7971	D. L. Paus
Pettingell & Fenton	New York	673 Fifth Ave Plaza 5-1880	Fleur Fenton Atherton Pettingell
Stanley Pflaum Associates	Chicago	737 N. Michigan Ave. Delaware 2722	Stanley F. Pflaum W. B. Booth
Phelps-Engel-Phelps	Chicago	919 N. Michigan Ave. Superior 7656	Ann Lindgren
Picard Adv. Inc.	New York	250 W. 57th St. Columbus 5-4121	Richard A. Picard
Harold W. Pickering, Adv.	Salt Lake City	Templeton Bldg. Wasatch 2658	....
Pitluk Adv. Co.	San Antonio	Alamo National Bldg. Garfield 7268	Ben S. Lee J. N. Pitluk
Platt-Forbes	New York	386 Fourth Ave. Caledonia 5-4440	Rutherford Platt
Potter & Black Adv.	Los Angeles	524 S. Spring St. Vandike 8295	Carleton A. Potter
R. J. Potts & Co.	Kansas City	101 W. 11th St. Victor 4433	J. B. Woodbury R. J. Potts Frank F. B. Houston E. A. Warner
Potts-Turnbull Co.	Kansas City	912 Baltimore Ave. Victor 9400	....
Harold Pottus Adv.	Corpus Christi, Tex.	Furman Bldg. 2-5621	Harold Pottus
Edward M. Power Co.	Pittsburgh	Oliver Bldg. Atlantic 0827	Edward M. Power,Jr. George E. Eisenhauer
John O. Powers Co.	New York	220 E. 42d St. Murray Hill 2-8766	Robert W. Powers
F. E. Prelle Co.	Hartford, Conn.	983 Main St. 7-1117	L. R. Schoenfeld Philip F. Frank

P—(Continued)

Agency	City	Address Telephone Number	Executives In Charge of Radio
Presba, Fellers & Presba	Chicago	360 N. Michigan Ave. Central 7683	E. A. Fellers Bert S. Presba Will B. Presba
J. G. Proctor Co.	New York	250 Park Ave. Plaza 3-5252	John Muller
Productive Adv. Agency	Los Angeles	6127 S. Western Ave. Pleasant 4111	W. H. Reuter
Purse Co.	Chattanooga	435 Chestnut St. 7-1264	....

Q

Agency	City	Address Telephone Number	Executives In Charge of Radio
John W. Queen	Boston	5 Park Square Hancock 2810	John W. Queen Alice E. Potter

R

Agency	City	Address Telephone Number	Executives In Charge of Radio
Radio Adv. Co.	Buffalo	Brisbane Bldg. Washington 2714	Robert P. Mendelson
L. W. Ramsey Co.	Davenport, Ia.	Union Bank Bldg. 3-1889	E. G. Naeckel W. J. Henderson George Vischoff
	Chicago	230 N. Michigan Ave. Franklin 8155	....
Randall Co.	Hartford, Conn.	75 Pearl St. 7-8233	Wilbur Randall
	New York	6 E. 45th St. Vanderbilt 6-4952	Robert Dorfman
Fred M. Randall Co.	Detroit	Book Tower Cadillac 4662	C. E. Foerster
William H. Rankin Co.	New York	9 Rockefeller Plaza Circle 6-3550	William H. Rankin, Jr
Ratcliffe Adv. Agency	Dallas	Southland Life Bldg. 2-8035	O. S. Bruck D. P. Neal
Charles A. Rawson & Associates	Atlanta	Commercial Exchange Bldg. Walnut 3594	Charles A. Rawson Frank P. Bell
	Charleston, S. C.	P. O. Box 690	Luelle M. Clark
Howard Ray Adv. Agency	Los Angeles	320 West Ninth St. Trinity 8532	Howard Ray Harry J. Wendland
L. Raymond Co.	Los Angeles	1151 S. Broadway Prospect 3511	Larry Raymond
Charles Dallas Reach Adv.	Newark	58 Park Place Market 3-5100	Chas. Dallas Reach
	Syracuse, N. Y.	Onondago Co. Bank Bldg. 3988	....
Reade, Obler & Daniels	New York	701 Seventh Ave. Medallion 3-1232	Bobby Sanford
Realservice Adv. Agency Inc.	New York	110 W. 34th St. Pennsylvania 6-4411	J. T. Hanft
Redfield-Johnstone	New York	247 Park Ave. Plaza 3-6120	Norman Livingston
Redmond Co.	Boston	38 Newbury St. Kenmore 8766	C. A. Dana Redmond
Edwin I. Reeser	Tulsa, Okla.	223 S. Cheyenne 3-6156	Edwin I. Reeser
Morgan Reichner & Co.	New York	400 Madison Ave. Wickersham 2-3100	Morgan S. Reichner George J. Arkedis
Reincke-Ellis-Younggreen & Finn	Chicago	520 N. Michigan Ave. Whitehall 7440	R. B. Williams
Emil Reinhardt Agency	Oakland, Cal.	324 13th St. Templebar 2408	Emil Reinhardt
Reiss Adv., Inc.	New York	30 Rockefeller Plaza Columbus 5-7733	Harold Reiss
Reiwitch & Wittenberg	Chicago	64 E. Lake St. Randolph 6075	....
William B. Remington Inc.	Springfield, Mass.	196 Worthington St. 2-2135	H. F. King T. L. Hunt
Remsen Adv. Agency	New Haven	246 Meadow St. 8-1181	John R. Demarest
	Bridgeport, Conn.	301 John St. 4-2167	L. P. MacAdams
	Hartford, Conn.	197 Asylum St. 2-9074	Richard B. Burfee, Jr.
Renfro Valley Enterprises	Mt. Vernon, Ky.	....	John Lair
Resnick Adv. Agency	Milwaukee	714 N. 11th St. Daly 3670	Max Resnick
Rufus Rhoades & Co.	San Francisco	DeYoung Bldg. Exbrook 6469	Rufus Rhoades
C. E. Rickerd Inc.	Detroit	Maccabees Bldg. Temple 1-3636	R. H. Edsall
	Milwaukee, Wis.	Mariner Tower Daly 4358	H. C. Mulberger

R—(Continued)

Agency	City	Address Telephone Number	Executives In Charge of Radio
Ridgway Co.	St. Louis	1901 Locust St. Central 6622	Mrs. M. D. Corbett
Allen Rieselbach Adv. Agency	Milwaukee	828 N. Broadway Marquette 4242	Ward A. Zimmer
Lee Ringer Adv.	Los Angeles	3923 W. Sixth St. Drexel 8131	Lee Ringer Thelma Francis
Philip Ritter Co.	New York	511 Fifth Ave. Murray Hill 2-3393	Philip Ritter, Jr.
Dan Rivkin	Philadelphia	220 S. 16th St. Pennypacker 5766	Dan Rivkin
Richard T. Robb & Associates	Chicago	28 E. Jackson Blvd. Wabash 8670	R. T. Robb
Fred A. Robbins Inc.	Chicago	360 N. Michigan Ave. State 6273	Ralph N. Cushing
Osgood Roberts & Associates	Washington	Barr Bldg. Metropolitan 3346	Osgood Roberts
Roberts & MacAvinche	Chicago	30 N. Dearborn St. Randolph 1461	....
Roberts & Reimers	New York	551 Fifth Ave. Murray Hill 2-3175	Robert P. Reimers
Robertson Adv.	Denver	U. S. Natl. Bank Bldg. Keystone 4657	Marshall G. Robertson Mary A. Robertson
Elwood J. Robinson Adv. Agency	Los Angeles	541 S. Spring St. Mutual 1142	Wendell Neely
Roche, Williams & Cunnyngham	Chicago	310 S. Michigan Ave. Harrison 8490	N. J. Cavanagh
	Philadelphia	1500 Chestnut St. Rittenhouse 3750	G. C. Pierce
Lincoln Roden Inc.	Philadelphia	Lewis Tower Pennypacker 5971	Lincoln Roden, Jr.
Arthur F. Rodriguez Co.	New York	Chrysler Bldg. Murray Hill 6-5900	A. Rodriguez Verna Morris Faber Frank McCabe
Rogers & Smith Adv. Agency	Chicago	20 N. Wacker Drive Dearborn 0021	Roland R. Blair
Rogers & Smith	Dallas	Wholesale Merchants Bldg. 7-1477	Connie Joan Connor Howard N. Smith

NATIONAL **WEVD** ADVERTISERS

1300 Kc. - 1000 WATTS

NEW YORK

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ALKA-SELTZER
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MINUTE TAPIOCA
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HECKER'S FARINA
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117 West 46th Street **NEW YORK**

DIRECTORY OF ADVERTISING AGENCIES HANDLING RADIO

R—(Continued)

Agency	City	Address Telephone Number	Executives In Charge of Radio
Rogers-Gano Adv. Agency of Texas	Houston	Bankers Mort. Bldg. Fairfax 6301	....
C. M. Rohrabaugh Co.	Philadelphia	Lincoln Liberty Bldg. Rittenhouse 0557	C. M. Rohrabaugh
Romer Adv. Service	Washington	Woodward Bldg. District 7161	Frank Romer W. E. Pell
Root-Mandabach Adv. Agency	Chicago	646 N. Michigan Ave. Superior 8247	Perrin B. Root
Wm. Ganson Rose Inc.	Cleveland	Terminal Tower Prospect 6171	L. C. Brown
Rose-Martin Inc.	New York	21 W. 46th St. Bryant 9-4621	Alvin H. Kaplan
Arthur Rosenberg Co.	New York	570 Seventh Ave. Chickering 4-4420	Arthur Rosenberg
Rosette & Hartwig (See Adrian Bauer Adv. Agency)	New York	122 E. 42d St. Ashland 4-7780	George Rosette
W. B. Ross & Associates	Los Angeles	1909 Estrella Ave. Prospect 8600	W. B. Ross
Ross-Gould Co.	St. Louis	309 N. Tenth St. Central 1646	Harry Meyer
Roth, Schenker & Bernhard	Chicago	230 N. Michigan Ave. Whitehall 6030	Ralph Schoolman
Charles L. Rumrill & Co.	Rochester	364 East Ave. Stone 592	G. Wallington
Will Russell & Co.	San Francisco	500 Sansome St. Garfield 8776	Will Russell Laurence Cook
Ruthrauff & Ryan	New York	405 Lexington Ave. Murray Hill 6-6400	C. L. Campbell Charles Ayers S. Hoogan Bayles
	Chicago	360 N. Michigan Ave. Randolph 2625	Ros Metzger
	Detroit	7430 Second Blvd. Madison 1980	N. J. Newton
	St. Louis	812 Olive St. Main 0128	Oscar Zahner
	San Francisco	235 Montgomery St. Douglas 5822	Charles Perrine
	Hollywood	1680 N. Vine St. Hillside 7593	Wm. E. Betts
	Seattle	1216 Third Ave. Main 9-6727	F. G. Mullins
Howard J. Ryan & Associates	Seattle	Stuart Bldg. Seneca 2777	Howard J. Ryan
Lewis Edwin Ryan Inc.	Washington	726 Jackson Place, N.W. National 9643	Mahlon A. Glascock
Ryder & Ingram	Oakland, Cal.	337 17th St. Glencourt 4317	Eddie Handley

S

Agency	City	Address Telephone Number	Executives In Charge of Radio
Robert St. Clair Co.	Wilkes-Barre, Pa.	2d Natl. Bank Bldg. 4-1178	Arnott L. Jones
	New York	30 Rockefeller Plaza Circle 7-5052	Hubert Johnson
St. Georges & Keyes	New York	250 Park Ave. Plaza 3-6920	Maubert St. Georges
St. Paul Adv. Co.	St. Paul	100 Wabasha St. Riverside 1822	B. E. Howard
Richard B. Salinger Adv.	Boston	38 Chauncy St. Liberty 5332	Richard B. Salinger
Sammis, Darling & Bradshaw	San Diego, Cal.	Commonwealth Bldg. Main 5738	Herbert F. Sammis Wm. R. Darling, Jr.
Arthur W. Sampson Co.	Boston	199 Washington St. Capitol 0131	Arthur L. Clark Arthur W. Sampson
Tom Sawyer Adv. Agency	Dallas	723 N. St. Paul St. 2-1424	Beebe Sawyer Tom Sawyer
William A. Schautz Adv. Agency	New York	Park-Lexington Bldg. 3-5626	William A. Schautz
Scheck Adv. Agency	Newark	9 Clinton St. Market 2-0480	W. Wright Beck
Scheel Adv. Agency	Cleveland	1740 East 12th St. Cherry 2644	C. W. Scheel
William N. Scheer Adv. Agency	Newark	24 Branford Place Market 3-4171	William N. Scheer
Hugo Scheibner Adv.	Los Angeles	111 W. Seventh St. Michigan 6636	Hugo Scheibner George Howland
Scholts Adv. Service	Los Angeles	1201 W. Fourth St. Michigan 2396	T. D. Scholts Wm. G. Scholts

S—(Continued)

Agency	City	Address Telephone Number	Executives In Charge of Radio
Schwab & Beatty	New York	386 Fourth Ave. Ashland 4-5496	R. W. Beatty
Schwimmer & Scott	Chicago	75 E. Wacker Drive Dearborn 1816	Walter Schwimmer Robert J. Scott
Scott-Telander	Milwaukee	411 E. Mason St. Daly 1080	Harry H. Scott M. A. Lemkuhl E. H. Swanson
Edward L. Sedgwick Co.	Peoria, Ill.	Alliance Life Bldg. 6637	Edward L. Sedgwick
	Chicago	333 N. Michigan Ave. Franklin 0951	D. M. Smith
Russell M. Seeds Co.	Chicago	Palmolive Bldg. Delaware 1045	Freeman Keyes Tom Wallace Miss H. J. Rollinson
	Indianapolis	Lemcke Bldg. Riley 9386	Paul Richey
	Cincinnati	Fountain Sq. Bldg. Cherry 6558	John Lair
Theodore H. Segall Adv. Agency	San Francisco	544 Market St. Sutter 6557	Theodore H. Segall
Roscoe W. Segar Adv. Agency	Portland, Ore.	2125 N. E. 48th Ave. Trinity 3445	Roscoe W. Segar D. D. Segar
Sehl Adv. Agency	Chicago	360 N. Michigan Ave. State 7344	H. W. Sehl
Frederick Seid Adv. Agency	San Francisco	127 Montgomery St. Garfield 0360	Frederick Seid
Selviair Broadcasting System	Chicago	75 E. Wacker Drive Randolph 8877	Irving Rocklin
J. Albert Shaffer	Washington, D.C.	Evening Star Bldg. National 5252	J. Albert Shaffer
Shaffer, Brennan, Margulis Adv. Co.	St. Louis	4 N. Eighth St. Main 2579	Sam B. Margulis
John B. Shaw, Adv.	Los Angeles	816 W. Fifth St. Mutual 51[illegible]	John B. Shaw
Louis E. Shecter Adv. Agency	Baltimore	Hearst Tower Bldg. Plaza 4088	J. L. Devin L. E. Shecter
J. William Sheets	Seattle	Central Bldg. Main 2442	J. William Sheets
Lisle Sheldon Adv.	Los Angeles	4310 Beverly Blvd. Drexel 5185	Lisle Sheldon
Shepard Adv. Agency	Chicago	435 N. Michigan Ave. Superior 2666	K. E. Shepard
Robert L. Shepherd Adv. Agency	Chicago	230 N. Michigan Ave. State 4430	Robert L. Shepherd
Hal E. Short, Adv.	Portland, Ore.	Rothchild Bldg. Beacon 5872	....
Franklin P. Shumway Co.	Boston	453 Washington St. Liberty 1559	....
Sidener & Van Riper	Indianapolis	Circle Tower Riley 3541	Wm. F. Kegley
H. Chas. Sieck Inc.	Los Angeles	1151 S. Broadway Prospect 2074	Donald Crandal
Alfred J. Silberstein Inc.	New York	9 E. 40th St. Murray Hill 3-6232	Harold M. Mitchell B. Goldsmith, Jr.
Charles Silver & Co.	Chicago	737 N. Michigan Ave. Superior 6625	B. R. Solomon Allan S. Becker
Silverman Adv. Co.	Chicago	236 N. Clark St. Andover 1144	M. B. Silverman
Simmonds & Simmonds	Chicago	201 N. Wells St. Central 1166	C. O. Brewer
Simon & Gwynn	Memphis	Commerce Title Bldg. 5-2404	Milton Simon H. N. Gwynn
Simons-Michelson Co.	Detroit	Washington Blvd. Bldg. Cherry 3000	Ivan Frankel
Simpers Co.	New York	444 Madison Ave. Eldorado 5-5040	Florence Dart
Simpson Adv. Co.	St. Louis	214 N. Sixth St. Garfield 0462	Roy B. Simpson
Jay H. Skinner Adv. Agency	Houston	Sterling Bldg. Capital 6278	Francis Gilbert
Small & Seiffer	New York	24 W. 40th St. Wisconsin 7-8765	M. Small
Allen C. Smith Adv. Co.	Kansas City	20 W. Ninth St. Harrison 7438	Allen C. Smith
C. Brewer Smith Adv. Agency	Boston	27 School St. Lafayette 2394	C. Brewer Smith
Ray W. Smith & Associates	San Francisco	620 Market St. Douglas 2616	Ray W. Smith

S—(Continued)

Agency	City	Address Telephone Number	Executives In Charge of Radio
Smith & Bull, Adv.	Los Angeles	553 S. Western Ave. Drexel 3263	Dick Smith Frank Bull
Smith & Drum	Los Angeles	650 S. Grand Ave. Trinity 3454	A. Carman Smith Harry C. Drum
	San Francisco	417 Montgomery St. Exbrook 6411	W. W. Drum
	Seattle, Wash.	Dexter-Horton Bldg. Main 3765	Arthur Poolton
Smith, Hoffman & Smith	Pittsburgh	323 Fourth Ave. Atlantic 9313	R. P. Taylor
Southern Adv. Corp.	Durham, N. C.	111 Corcoran St. F-9031	R. S. Williamson
Snow, Bates & Orme	Springfield, Mass.	95 State St. 6-3669	Galen Snow
Sorensen & Co.	Chicago	Palmolive Bldg. Delaware 5030	Roy A. Sorensen
Spangler & Berry	Washington, D. C.	1319 F St. District 3355	Howard W. Berry Ralph F. Spangler Edward J. Major
Sparrow Adv. Agency	Birmingham	Farley Bldg. 3-0287	J. Martin Smith
Spector-Goodman Adv. Agency	Chicago	75 E. Wacker Drive Dearborn 7375	S. Spector E. J. Goodman
Rolfe C. Spinning Inc.	Detroit	Macabees Bldg. Columbus 0531	Paul H. Bruske
Spot Broadcasting Inc.	New York	303 W. 42d St. Circle 6-9375	Miss H. A. Thomas
W. E. Sproat & Co.	Chicago	664 N. Michigan Ave. Superior 4845	R. E. Sproat
Staake & Schoonmaker Co.	Kalamazoo, Mich.	American Nat'l Bank Bldg. 3-1403	Urban H. Moss
Stack-Goble Adv. Agency	Chicago	8 S. Michigan Ave. Randolph 0160	E. R. Goble H. L. Hulsebus E. A. Goble
	San Francisco	Monadnock Bldg. Yukon 2486	James Houlihan
	New York	400 Madison Ave. Plaza 3-7445	Richard A. Porter
Standish Inc.	Providence, R. I.	Union Trust Bldg. Gaspee 4505	Granville S. Standish
Staples & Staples	Richmond, Va.	10 S. 10th St. 2-0210	Henry L. Staples
Barton A. Stebbins, Adv.	Los Angeles	811 W. Seventh St. Trinity 8821	Barton A. Stebbins Arthur W. Gudelman
Steele Adv. Agency	Houston	Merchants & Mfrs. Bldg. Preston 9997	H. Wirt Steele Martha F. Hill
Frank R. Steele & Associates	Chicago	360 N. Michigan Ave. State 3188	Bernard E. Steinman
Steller-Millar Agency	Los Angeles	112 W. Ninth St. Mutual 4308	Otto A. Steller Helen V. Millar
Sterling Adv. Agency	New York	70 W. 40th St. Longacre 5-4614	Leon A. Friedman
Lou Sterling & Associates	N. Hollywood	N. Hollywood, Cal. Sunset 23877	Lou Sterling Lou Sterling, Jr.
Arthur R. Sternau	Philadelphia	1700 Sansom St. Pennypacker 1450	Arthur R. Sternau
Sternfield-Godley	New York	280 Broadway Barclay 7-3030	S. I. Godley Philip Scheft
Steuerman Adv. Agency	New York	205 E. 42d St. Caledonia 5-4334	Mrs. L. Steuerman
Fred D. Stevens Adv.	Utica	14 Devereux St. 4-9339	Fred D. Stevens
Jewell F. Stevens Co.	Chicago	19 S. LaSalle St. Central 2202	Wilson Brown
Stevens & Wallis	Salt Lake City	36 Richards St. Wasatch 1636	David W. Evans Stringham A. Stevens
Stewart-Davis Adv. Agency	Chicago	400 N. Michigan Ave. Superior 1612	....
Stewart, Hanford & Casler	Rochester, N. Y.	11 James St. Stone 1453	L. A. Casler Albert T. Stewart
	New York	509 Fifth Ave. Murray Hill 2-7213	O. G. Carpenter
Stewart-Jordan Co.	Philadelphia	Lincoln-Liberty Bldg. Locust 4637	Herman J. Bub
Stewart-Taylor Co.	Duluth, Minn.	326 W. Michigan St. Melrose 114	L. E. Marvin
Stockton, West, Burkhart	Cincinnati	1st Natl. Bank Bldg. Cherry 3517	W. Z. Burkhart R. S. West Eric W. Stockton
Stodel Adv. Co.	Los Angeles	219 W. Seventh St. Trinity 8577	Edward C. Stodel

S—(Continued)

Agency	City	Address Telephone Number	Executives In Charge of Radio
Stone-Stevens-Howcott-Halsey, Inc.	New Orleans	Whitney Bldg. Magnolia 1684	J. B. Simpson
Stoneton Adv. Agency	Hallowell, Me.	145 Water St. Augusta 1280	C. E. Stevens
Street & Finney	New York	330 W. 42d St. Bryant 9-2400	Walter Craig
Charles R. Stuart	San Francisco	625 Market St. Douglas 2438	Georgia Friedmann Charles P. Johnson
	Los Angeles	412 W. Sixth St. Tucker 2822	Charles Levitt
Culbreth Sudler Co.	Los Angeles	412 W. Sixth St. Trinity 2128	Culbreth Sudler R. F. McKee
Suedhoff & Co.	Fort Wayne, Ind.	Citizens Trust Bldg. Anthony 5421	Carl Suedhoff Oswald Ferber
Charles F. Sullivan & Associates	Detroit	Leland Hotel Bldg. Randolph 2300	Charles F. Sullivan
G. Lynn Sumner Co.	New York	285 Madison Ave. Caledonia 5-4103	G. Lynn Sumner E. R. Wood
Swafford & Koehl	New York	341 Madison Ave. Murray Hill 6-8860	Joseph Lapal
Sweeney & James Co.	Cleveland	1501 Euclid Ave. Main 7142	Frank G. James W. B. Watterson
	Los Angeles	2525 Firestone Blvd. Jefferson 4019	C. B. Ryan
Hilmer V. Swenson Co.	Chicago	1801 W. Byron St. Buckingham 9601	H. V. Swenson
Howard Swink Adv. Agency	Marion, O.	336 E. Church St. 2492	Howard Swink
Syverson-Kelley	Spokane	Mohawk Bldg. Main 4311	A. H. Syverson H. A. Brassard Raymond P. Kelley

T

Agency	City	Address Telephone Number	Executives In Charge of Radio
J. D. Tarcher & Co.	New York	630 Fifth Ave. Circle 6-2626	William E. Larcombe
Henry H. Teplitz	Chicago	540 N. Michigan Ave. Delaware 4440	Henry H. Teplitz

3 QUOTATIONS FROM SATISFIED

WFMD SPONSORS

BIG BUSINESS* **1.** "Ever since we have started on a farm radio program, WFMD at Frederick has been on our list, and in my opinion it has done the most outstanding job for us of any radio station that we have used."—(FEEDS)

MEDIUM BUSINESS* **2.** "Outstanding were successful sales, which came from mid-west Pennsylvania, near the towns of Schellsburg, New Paris and Alum Bank. This is an even greater distance than we had believed it possible for your station to carry, and the fact that we closed sales make your service of even greater value."—(FARM IMPLEMENTS)

SMALL BUSINESS* **3.** "This year I am putting all my promotional eggs in one basket. If WFMD does for me again what it has done in the past, I can't miss. Your sympathetic understanding of my problems and your wholehearted cooperation helped make 1939 the biggest year in our 46 year history."—(JEWELRY)

*Names on request

SELLING Apples to Zinnias, WFMD's RESULTS have amazed sales managers who never knew 500 watts could pack such a punch.

WFMD
Frederick, Maryland
500 watts **900 kilocycles**

DIRECTORY OF ADVERTISING AGENCIES HANDLING RADIO

T—(Continued)

Agency	City	Address Telephone Number	Executives In Charge of Radio
J. Walter Thompson Co.	New York	420 Lexington Ave. Mohawk 4-7700	John U. Reber Linnea Nelson Thomas D. Luckenbill A. K. Spencer
	Chicago	410 N. Michigan Ave. Superior 0303	B. W. Gunn Margaret Wiley
	Hollywood	1549 N. Vine St. Hillside 7241	Dan Danker
	San Francisco	Shell Bldg. Garfield 3510	Miss Anne Director
Thompson Adv. Agency	Youngstown	721 Wick Ave. 6-6159	Ray M. Thompson Sara Spinks
Thompson-Koch Co.	Cincinnati	32 W. Sixth St. Cherry 5221	W. S. Groom
Norman W. Tolle & Associates	San Diego, Cal.	631 Third Ave. Franklin 6606	Norman W. Tolle
Tomaschke-Elliott	Oakland, Cal.	1624 Franklin St. Glencourt 4941	Wallace F. Elliott
Tomowske Adv. Agency	Spokane	Chronicle Bldg. Riverside 1159	J. Walter McLean Wm. T. Ogle
Topping & Lloyd	New York	485 Madison Ave. Wickersham 2-0842	Frank J. Leiss
Arthur Towell Inc.	Madison, Wis.	Commercial Bank Bldg. Fairchild 682	Ralph Timmons
Townsend Adv. Service	Burlington, Vt.	203 College St. 4880	Charles E. Townsend
W. I. Tracy Inc.	New York	515 Madison Ave. Murray Hill 4-2580	Douglas Fosdick
Tracy-Locke-Dawson	Dallas	1307 Pacific St. 7-8655	Raymond P. Locke James J. Jefferies E. J. Worthington
	New York	22 E. 40th St. Ashland 4-1690	Mario Messina

1310
ON THE DIAL

KGFW BULLETIN

PHONE
31551

"THE MIDWAY STATION OF THE NATION"

OWNED AND OPERATED BY
CENTRAL NEBRASKA BROADCASTING CORPORATION
KEARNEY, NEBRASKA

BROADCASTING MAGAZINE, WASHINGTON:

57,900 FARM HOMES AND 18,430 CITY HOMES WITH RADIO SETS IN KGFW PRIMARY AREA ARE REJOICING OVER HEAVY WINTER SNOWS THAT INSURE MILLIONS OF DOLLARS IN 1940 CROPS. KGFW IS ONLY FULL TIME STATION SERVING THIS RICH AGRICULTURAL AREA, WITH 386,4Q2 POPULATION. WILL GLADLY SUPPLY NATIONAL AND REGIONAL ADVERTISERS AND THEIR AGENCIES WITH FULL INFORMATION. WATCH KGFW AND ITS AREA.

LLOYD C. THOMAS
GENERAL MANAGER KGFW

KEARNEY, NEBRASKA
JANUARY 5, 1940

T—(Continued)

Agency	City	Address Telephone Number	Executives In Charge of Radio
Trades Adv. Agency	New York	180 Madison Ave. Ashland 4-9136	G. Walter Lindsey
Fletcher B. Trunk & Co.	Denver	Gas & Elec. Bldg. Tabor 3434	Fletcher B. Trunk Jerry C. Downer Ruth Knudson
James H. Turner Co.	Chicago	520 N. Michigan Ave. Superior 2161	John K. Turner
O. S. Tyson and Co.	New York	230 Park Ave. Murray Hill 9-3663	Oscar S. Tyson
	Philadelphia	3701 N. Broad St. Sagamore 6067	C. E. Hayes

U

Agency	City	Address Telephone Number	Executives In Charge of Radio
Fletcher S. Udall & Associates	San Francisco	111 Sutter St. Douglas 3161	Fletcher S. Udall
R. G. E. Ullman Organization	Philadelphia	1520 Locust St. Pennypacker 4521	Nan M. Collins
United Broadcasting Co.	Chicago	201 N. Wells St. Andover 1685	Egmont Sonderling W. L. Klein
	New York	19 W. 44th St. Vanderbilt 6-3816	Joseph Bloom
United States Adv. Corp.	Toldeo	240 Huron St. Main 8205	Carl U. Fauster Harold V. Barrett
	Chicago	612 N. Michigan Ave. Delaware 4466	A. J. Engelhardt
Universal Adv. Agency	Malden, Mass.	32 Union St. Malden 2925	Clarence E. Wothen
Universal Radio Features	San Francisco	200 Bush St. Sutter 6780	Richard Guggenheim
Unwin Adv. Agency	Detroit	5144 14th St. Tyler 6-5451	B. V. Unwin

V

Agency	City	Address Telephone Number	Executives In Charge of Radio
Van Auken-Ragland	Chicago	20 N. Wacker Drive Franklin 2910	K. L. Van Auken Chester A. Ragland
Van De Mark Adv. Inc.	Cincinnati	Times Star Tower Parkway 6660	Curtis W. Van De Mark
	Minneapolis	Lumber Exchange Bldg. Main 7471	Claude Efnor
Vanden Co.	Chicago	620 N. Michigan Ave. Superior 9608	G. W. Vanden
Vanderbie & Rubens	Chicago	540 N. Michigan Ave. Superior 8436	H. S. Vanderbie Walter L. Rubens
	New York	542 Fifth Ave. Vanderbilt 6-2734	Louis J. F. Moore
Van Hecker-MacLeod	Chicago	75 E. Wacker Drive State 5615	C. E. Van Hecker
Van Sant, Dugdale & Co.	Baltimore	Court Square Bldg. Plaza 5280	Robert A. McKericher
Addison Vars Inc.	Buffalo	Vars Bldg. Cleveland 2351	Henry W. Comstock G. P. Swift K. S. Duffes
Charles E. Vautrain Associates	Holyoke, Mass.	560 Dwight St. 2-3884	Chas. E. Vautrain
Gordon Vichek Adv. Agency	Cleveland	Rockefeller Bldg. Cherry 6540	Duke Lidyard
Vredenburgh & Kennedy	New York	515 Madison Ave. Plaza 3-2510	Harold Slater

W

Agency	City	Address Telephone Number	Executives In Charge of Radio
Wade Adv. Agency	Chicago	208 W. Washington St. State 7369	W. A. Wade E. N. Nelson
Wadsworth & Walker	New York	369 Lexington Ave. Caledonia 5-6100	Ralph K. Wadsworth Robert M. S. Walker
Hugo Wagenseil & Associates	Dayton	Talbott Realty Bldg. Hemlock 1151	Hugo Wagenseil Charles Fleming
Carl C. Wakefield Adv. Agency	San Francisco	406 Montgomery St. Douglas 5407	Carl C. Wakefield
L. H. Waldron Adv. Agency	San Francisco	447 Sansome St. Garfield 5477	L. H. Waldron
Wales Adv. Co.	New York	230 Park Ave. Murray Hill 6-4000	James A. Wales
Walker & Downing	Pittsburgh	Oliver Bldg. Grant 1900	William W. Rose
Wallace-Lindeman	Grand Rapids, Mich.	Assn. of Commerce Bldg. 9-7214	Oliver A. Wallace

W—(Continued)

Agency	City	Address Telephone Number	Executives In Charge of Radio
Ivar F. Wallin, Jr. & Staff	Los Angeles	3806 Beverly Blvd. Federal 1118	I. F. Wallin, Jr.
Nellie Walsh Adv. Service	Los Angeles	617 S. Olive St. Vandike 9853	Nellie Walsh
Wank & Wank	San Francisco	580 Market St. Garfield 2921	M. E. Wank
Mason Warner Co.	Chicago	360 N. Michigan Ave. State 7550	D. D. Warner
W. S. Warner Co.	Sar Francisco	369 Pine St. Yukon 0143	W. S. Warner
Warwick & Legler	New York	230 Park Ave. Murray Hill 2-7890	Preston H. Pumphrey
Watts, Payne Adv. Inc.	Tulsa, Okla.	205 S. Cheyenne Ave. 4-9027	Oscar Payne Don Watts
Waxelbaum & Co.	New York	110 W. 40th St. Pennsylvania 6-0043	B. Waxelbaum
Tucker Wayne & Co.	Atlanta	10 Pryor St. Walnut 6305	Douglas Connah
Luther Weaver & Associates	St. Paul	Globe Bldg. Cedar 3777	Luther Weaver Elizabeth A. Watkins
Frank D. Webb Adv. Co.	Baltimore	10 W. Read St. Vernon 5671	Mary Jane Durnham
Webber Adv. Agency	Grand Rapids, Mich.	200 Division Ave. N. 8-1537	C. Reid Webber Russell Eavey Jean Andress
Charles A. Weeks Co.	New York	122 E. 42d St. Lexington 2-2408	Charles A. Weeks
John P. Weidenhamer & Associates	Harrisburg	26 N. 18th St. 4-1808	John P. Weidenhamer
Sidney H. Weiler Adv. Agency	Philadelphia	1420 Chestnut St. Rittenhouse 8674	Sam Taubman Mabel Peoples
Armand S. Weill Co.	Buffalo	170 Franklin St. Washington 6250	Robert K. Weill
Milton Weinberg Adv. Co.	Los Angeles	325 W. Eighth St. Tucker 4111	Bernard Weinberg
Weller Service	Seattle	Vance Bldg. Elliott 0240	William Cartwright Max Lund
Jack Wemple Adv.	Green Bay, Wis.	310 Pine St. Howard 1498	Jack C. Wemple
Wendt Adv. Agency	Toledo	Spitzer Bldg. Adams 4713	H. F. Wendt
Wesley Associates	New York	347 Madison Ave. Murray Hill 6-7077	H. Weiner
E. A. Wesley Agency	Los Angeles	416 W. Eighth St. Michigan 8631	E. A. Wesley
West & Associates	Glendale, Cal.	102 N. Brand Blvd. Chapman 5-2442	Paul R. Jordan
Westamerica Co.	Los Angeles	412 W. Sixth St. Vandike 9772	George W. S. Reed
Westco Adv. Agency	San Francisco	625 Market St. Sutter 6744	R. W. Stafford
Western Adv. Agency	Racine, Wis.	214 Fifth St. Jackson 974	T. J. Brokaw
	Chicago	35 E. Wacker Drive Central 7565	J. R. McCue
Western Adv. Co.	San Diego, Cal.	Kettner Bldg. Main 9545	Royal B. Lee
	Los Angeles	650 S. Grand Ave. Vandike 0016	Harriet W. Kelly
Westheimer & Co.	St. Louis	315 N. Seventh St. Garfield 4080	Jerome J. Schweitzer
Weston-Barnett	Waterloo, Ia.	217½ W. Fifth St. 766	Phillips Taylor Wells H. Barnett A. C. Barnett
	Chicago	520 N. Michigan Ave. Whitehall 7725	A. C. Barnett
Frank E. Whalen Adv. Co.	Kansas City	Insurance Exch. Bldg. Victor 7200	Frank E. Whalen
Ward Wheelock Co.	Philadelphia	Lincoln Liberty Bldg. Rittenhouse 7500	....
	New York	420 Lexington Ave. Lexington 2-4926	Diana Bourbon
	Hollywood	Equitable Bldg. Hillside 0191	Mary Garvin
White-Lowell Co.	New York	595 Madison Ave. Plaza 8-2400	Allen A. Funt
Edmund S. Whitten Inc.	Boston	216 Tremont St. Liberty 1861	W. S. Clapp
Alvin Wilder Adv.	Los Angeles	617 S. Olive St. Vandike 9853	Alvin Wilder
Mac Wilkins & Cole	Seattle, Wash.	Republic Bldg. Elliott 0855	Showalter Lynch

W—(Continued)

Agency	City	Address Telephone Number	Executives In Charge of Radio
Otis Carl Williams Inc.	Worcester, Mass	201 Commercial St. 3-4789	C. Jerry Spaulding
Edward Bird Wilson Inc.	New York	120 Wall St. Whitehall 4-4170	Frank A. Arnold
Wilson & Haight, Inc.	Hartford, Conn.	410 Asylum St. 2-3200	Howard C. Wilson Jesse J. Haight
C. C. Winningham Inc.	Detroit	1917 First St. Randolph 8970	C. C. Winningham
N. A. Winter Adv. Agency	Des Moines	Paramount Bldg. 4-0601	N. A. Winter R. L. Headen
Ed Wolff & Associates	Rochester	Taylor Bldg. Stone 191	Ed Wolff Alfred Scheible
Wood, Brown & Wood	Boston	209 Washington St. Capitol 1850	Allen H. Wood, Jr. Arthur A. Sisson Martha L. Ayers
Hugh Woods Adv. Agency	Los Angeles	643 S. Olive St. Trinity 1726	Hugh Woods
Woolley & Hunter	Denver	Steel Bldg. Keystone 8194	Cloyd F. Woolley E. M. Hunter
World Wide Adv. Corp.	New York	11 W. 42d St. Longacre 5-4500	Emil M. Scholz Bryce Oliver
Wortman, Barton & Co.	New York	381 Fourth Ave. Murray Hill 4-2757	E. B. M. Wortman
W. L. Wright Co.	Rochester	82 St. Paul St. Main 6452	W. L. Wright
Burton E. Wyatt & Co.	Atlanta	Rhodes Bldg. Main 1121	Burton E. Wyatt
Wyatt, Aniol & Auld, Adv.	San Antonio	Smith Young Tower Fannin 9148	Orrin C. Auld
C. Ellsworth Wylie	Los Angeles	608 S. Hill St. Trinity 6134	C. Ellsworth Wylie

Y

Agency	City	Address Telephone Number	Executives In Charge of Radio
Jack Yarmov & Co.	New York	247 Park Ave. Plaza 8-1171	Jack Yarmov
Charles E. Yost Adv. Agency	Pittsburgh	Oliver Bldg. Atlantic 5845	L. H. Neiplin
John Orr Young Inc.	New York	610 Fifth Ave. Columbus 5-5613	Edmund Miller
Young & Rubicam	New York	285 Madison Ave. Ashland 4-8400	T. F. Harrington Carlos Franco Thomas Lewis
	Chicago	333 N. Michigan Ave. Central 9389	A. E. Tatham
	Detroit	7430 Second Blvd. Madison 4300	Joseph R. Holmes
	San Francisco	2810 Russ Bldg. Exbrook 3647	Bryan Houston
	Hollywood	6253 Hollywood Blvd. Hollywood 2734	Joseph R. Stauffer
Yount Co.	Erie, Pa.	12 E. 10th St. 22-816	M. A. Yount

Z

Agency	City	Address Telephone Number	Executives In Charge of Radio
Edward W. Zabel Co.	Chicago	230 E. Ohio St. Superior 3574	Edward W. Zabel
Alfred P. Zabin Adv. Agency	New York	56 W. 45th St. Murray Hill 2-6797	Alfred P. Zabin
Zimmer-Keller	Detroit	1803 Stroh Bldg. Cadillac 9151	H. R. Klein
Zinn & Meyer	New York	342 Madison Ave. Vanderbilt 6-1422	Richard A. Zinn
Frederic W. Ziv Inc.	Cincinnati	2436 Reading Road University 6124	John L. Sinn George B. Hart

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KLO "THE VOICE OF UTAH"

Leads again in Utah with 5000 watts full time operation. Directionalized transmission eliminates waste coverage of desert and mountain areas and insures primary service to a half million inter-mountain listeners.

No Increase in Rates

Ogden, Utah KLO NBC Blue Network

Representatives—Bryant, Griffith & Brunson

Directory of

Major Canadian Advertising Agencies and Radio Executives

Agency	City	Address Telephone Number	Executives In Charge of Radio
Ardiel Adv. Agency	Toronto 2, Ont.	137 Wellington St. W. Adelaide 4994	Clark Wright
	Oakville, Ont.	....	W. A. Chant
	Hamilton, Ont.	Bank of Toronto Chambers 2-8524	S. P. Westaway
Benwell Atkins Ltd.	Vancouver, B. C.	413 Granville St. Seymour 2361	....
N. W. Ayer & Son of Canada	Totonto, Ont.	Victory Bldg. Adelaide 6156	T. J. Henry
	Montreal, Que.	Sun Life Bldg. Plateau 6886	Arthur G. White
Baker Adv. Agency	Toronto, Ont.	199 Bay St. Adelaide 2171	W. Nicholas
	Winnipeg, Man.	600 Great West Permanent Bldg. 92-626	J. Hurler
Benison Adv. Agency	Montreal, Que.	Canada Cement Bldg. Plateau 6666	....
	Toronto 2, Ont.	Imperial Bank Bldg. Adelaide 2301	E. V. Hammond
	Vancouver, B. C.	317 Royal Bank Bldg. Trinity 0306	V. Irons
Duncan S. Blaikie Adv. Agency Ltd.	Montreal, Que.	1411 Crescent Marquette 9356	A. M. Blaikie
Broadcast Programs	Calgary, Alberta	2nd Ave. at 6th St. W. M 7373	....
W. J. Brown & Associated	Edmonton, Alta.	111 Revillon Bldg. 22522	....
Canadian Adv. Agency	Montreal, Que.	1050 Beaver Hall Hill Plateau 8046	L. E. Schofield
	Toronto, Ont.	100 Adelaide St. W. Waverley 3261	L. D. Jamieson
	Paris, France	13 de Marivaux St.	....
Canadian Broadcast Service	Vancouver, B. C.	207 W. Hastings Trinity 1815	....
Canadian National Broadcasting Reg'd	Montreal, Que.	1410 Stanley St. Lancaster 2269	....
Clarke Adv. Service	Victoria, B. C.	625 Fort Empire 9613	....
Cockfield-Brown & Co.	Montreal, Que.	Canada Cement Bldg. Harbour 4171	H. R. Conway
	Toronto 2, Ont.	Metropolitan Bldg. Elgin 9201	C. W. McQuillin
	Vancouver, B. C.	Royal Bank Bldg. Trinity 2588	J. V. Brock
	Winnipeg, Man.	Electric Railway Chambers 97-068	H. Lavender
Dairy Products Advertising	Toronto, Ont.	45 Front St. E. Adelaide 2955	Miss Florence Fowler
D'Arcy Adv. Co.	Toronto, Ont.	90 Broadview Gladstone 4651	G. P. Altenbernd
A. J. Denne & Co.	Toronto 2, Ont.	90-92 King St. W. Elgin 3444	Miss F. M. Wright
Desbarats Adv. Agency Ltd.	Montreal, Que.	480 Lagauchetiere W. Plateau 5025	....
Dickson & Ford	Toronto 5, Ont.	37 Bloor St. W. Randolph 1488	Roy Ward Dickson
Ellis Advertising Co.	Toronto 2, Ont.	465 Bay St. Adelaide 6101	J. W. Culliner A. A. Muter
Sherman K. Ellis & Co.	Toronto, Ont.	C. P. R. Bldg. Adelaide 3051	R. W. Ashcroft
Ferres Adv. Service	Hamilton, Ont.	16 James St. S. 7-1884	....
Financial Adv. Co. of Canada	Montreal, Que.	651 Craig St. W. Lancaster 2138	Sam Ghent
	Toronto 2, Ont.	226 Bay St. Elgin 7204	Chas. R. McCarthy
James Fisher Co.	Toronto, Ont.	204 Richmond St. W. Waverley 8091	W. R. Johnston
	Montreal, Que.	Confederation Bldg. Lancaster 1205	H. V. Petersen
Harry E. Foster Agencies	Toronto, Ont.	210 Dundas St. W. Elgin 2134	Harry E. Foster
Frontenac Broadcasting Co.	Toronto 2, Ont.	394 Bay St. Elgin 4553	G. J. Carter
General Broadcasting Co.	Montreal, Que.	1425 Dorchester St. W. Plateau 3858	....
J. J. Gibbons Ltd.	Toronto 2, Ont.	159 Bay St. Elgin 2111	J. N. McConnell J. J. Gibbons
	Montreal, Que.	Dominion Square Bldg. Harbour 6027	H. M. Reid
	Vancouver, B. C.	Province Bldg. Seymour 6324	Leander Manley
	Edmonton, Alb.	Agency Bldg. 27-512	J. H. Fulton
	Calgary, Alb.	Lancaster Bldg. M 5437	R. G. Smith
	Regina, Sask.	Leader-Post Bldg. 6-141	E. G. Macpherson
	Winnipeg, Man.	Scott Bldg. 97-373	G. Hunter
	Berks, England	Beechwoods, Quarry Woods, Cookham Dean	Lt.-Col. H. A. Moore
F. H. Hayhurst Co.	Toronto, Ont.	38 King St. W. Adelaide 7418	W. P. Hayhurst
	Montreal, Que.	1405 Peel St. Belair 3666	E. A. Goodeve
L. J. Heagerty & Assoc.	Toronto 2, Ont.	McKinnon Bldg. Adelaide 0366	L. J. Heagerty
C. A. Allen Heeney Ltd.	Vancouver, B. C.	789 W. Pender Seymour 1788	....
Archie Hunter	Victoria, B. C.	1216 Government Empire 2011	....
Roy A. Hunter	Vancouver, B. C.	710 Seymour Trinity 4503	....
J. E. Huot	Montreal, Que.	353 St. Nicholas Plateau 9539	J. E. Huot
Hutchins Adv. Co. of Canada	Toronto, Ont.	330 Bay St. Waverley 5311	John Bennett
Industrial Adv. Agency	Toronto, Ont.	59 Spadina Ave. Waverley 4555	G. M. Smith
Russell T. Kelley Ltd.	Hamilton, Ont.	150 Main St. E. 2-1155	R. T. Kelley
Kenyon & Eckhardt	Montreal	Sun Life Bldg. Plateau 9939	Dexter Schnebly
Clark Locke Ltd.	Toronto	Harbour Commission Bldg. Elgin 6271	Crawford U. Hall
Lord & Thomas of Canada	Toronto 2, Ont.	19 Richmond St. W. Waverley 1151	Grant Adams
	Montreal, Que.	Dominion Square Bldg. Plateau 7924	C. D. Dennis
Harold C. Lowrey	Toronto 2, Ont.	Confederation Life Bldg. Waverley 4050	Harold C. Lowrey
McConnell, Eastman & Co.	London, Ont.	Huron & Erie Bldg. Metcalf 544	T. H. Yull
	Toronto 2, Ont.	254 Bay St. Adelaide 7004	E. Gould
	Montreal, Que.	1010 St. Catherine St. W. Plateau 1146	Keith Crombie
	Vancouver	789 W. Pender Seymour 1788	Ivan Denton
	Winnipeg, Man.	Confederation Life Bldg. 95-757	D. C. Coutts
	New York, N. Y.	98 Nassau St. Worth 2-4375	S. K. Arnott
MacKay & Savary Adv. Service	Calgary, Alta.	Union Bldg. M 4560	....
MacLaren Adv. Co.	Toronto 2, Ont.	372 Bay St. Elgin 0321	C. M. Pasmore
	Calgary, Alb.	221a 8th Ave. W. M 5424	Thos. Meade
	Montreal, Que.	Dominion Square Bldg. Plateau 9556	E. H. H. Smith
	Vancouver, B. C.	198 W. Hastings Trinity 0843	G. W. Stevens
	Winnipeg, Man.	Lindsay Bldg. 26-622	Walter Henderson
	Regina, Sask.	200 Leader Bldg. 6-886	R. Wilson

RADIO STATION

CHNC

Entering its 7th Year of Broadcasting

announces

increased coverage, more consistent signal, as a result of the following significant improvements:

1. 404 - Foot Blaw - Knox Vertical Radiator
2. 450 - Foot Gas - Filled Transmission Line
3. 1000 - Watt Northern Electric High Fidelity Transmitter
4. Backed-up by a LOW FREQUENCY — 610 Kc.

CHNC's audience

★ Is larger than ever

★ Enjoys well - planned programmes

★ Listens, approves, and buys

LET CHNC INCREASE YOUR SALES!

CHNC

NEW CARLISLE, QUE.

1,000 Watts ★ 610 Kc.

CANADIAN ADVERTISING AGENCIES

Agency	City	Address Telephone Number	Executives In Charge of Radio
A. McKimm Ltd.	Montreal, Que.	Confederation Bldg. Lancaster 5192	W. T. Brace
	Toronto, Ont.	320 Bay St. Elgin 5351	Don Henshaw
	Winnipeg, Man.	Royal Bank Bldg. 97-627	A. A. Brown
	Vancouver, B. C.	Province Bldg. Seymour 3435	F. S. Auger
	Halifax, N. S.	Dennis Bldg. B-6917	W. J. McKay
	London, W.C.2, England	376 Strand Temple Bar 5875	E. W. Brodie
Metropolitan Broadcasting Service Ltd.	Toronto, Ont.	21 Dundas Square Adelaide 0181	Ken Soble
Norris-Patterson Ltd.	Toronto, Ont.	105 Bond St. Elgin 8461	A. Jarvis
	Montreal, Que.	University Tower Bldg. Harbour 3256	C. W. Davis
	Ottawa, Ont.	Journal Bldg. 2-0997	M. Graham
	Edmonton, Alb.	Richardson Bldg. 25-326	E. H. Stutchbury
	Saint John, N. B.	Bank of Montreal Bldg. 3-3478	P. N. Woodley
	Vancouver, B. C.	Province Bldg. Trinity 0931	W. D. M. Patterson
	Winnipeg, Man.	Curry Bldg. 96-321	H. C. Skinner
Margaret Pennell	Toronto 2, Ont.	Harbour Commission Bldg. Elgin 2079	Miss Margaret Pennell
Price-Gourlay Adv. Agency	Vancouver, B. C.	207 W. Hastings Trinity 3855	....
Thornton Purkis	Toronto 2, Ont.	Northern Ontario Bldg. Adelaide 6221	T. Purkis
	Montreal, Que.	231 St. James St. W. Plateau 8616	W. T. Purkis
Edward W. Reynolds & Co.	Toronto 2, Ont.	Yardley House Waverley 6157	Ed. W. Reynolds
Richardson & McDonald Adv. Agency	Toronto 2, Ont.	71 Richmond St. W. Adelaide 6218	Frank Dennis
	Montreal, Que.	376 Craig St. W. Harbour 1245	C. S. Richardson
Ronalds Adv. Agency	Montreal, Que.	Keefer Bldg. Plateau 4803	E. M. Putnum
	Toronto, Ont.	New Wellington Bldg. Adelaide 0237	R. J. Avery T. Russell
R. C. Smith & Son	Toronto 2, Ont.	80 King St. W. Elgin 9396	G. A. Phare
Stevenson & Scott	Montreal, Que.	660 St. Catherines St. W. Harbour 4131	F. E. Scott B. A. Burns
	Toronto, Ont.	100 Adelaide St. W. Adelaide 1166	D. L. Reburn
Stewart-McIntosh	Vancouver, B. C.	198 W. Hastings Trinity 5437	....
Stutchbury Adv.	Edmonton, Alta.	Richardson Bldg 25-326	....
Tandy Adv. Agency	Toronto 2, Ont.	204 Richmond St. W. Adelaide 6362	J. J. Murray
J. Walter Thompson Co.	Montreal, Que.	Dominion Square Bldg. Marquette 7794	E. E. C. Jackson
	Toronto 2, Ont.	80 Richmond St. W. Waverley 2648	A. F. Head H. Lindsay Miss N. Gibb
United Radio Adv. Agency	Toronto, Ont.	14 McCaul St. Adelaide 2772	John Part
Vickers & Benson	Montreal, Que.	Keefer Bldg. Plateau 5051	H. G. Gonthier
	Toronto, Ont.	Reford Bldg. Waverley 1603	D. F. Benson
Wallace Adv.	Halifax, N. S.	Roy Bldg. B 7557	F. R. Wallace
	St. John, N. B.	147 Prince William 3-2355	....
Walsh Adv. Co.	Windsor, Ont.	Guaranty Trust Bldg. 3-2416	W. A. McGuire
	Toronto 2, Ont.	80 Richmond St. W. Adelaide 3055	W. G. Akins
Whitehall Broadcasting Ltd.	Montreal, Que.	Dominion Square Bldg. Lancaster 6500	W. Vic George
Young & Rubicam	Montreal, Que.	702 University Tower Plateau 4691	....
	Toronto 2, Ont.	80 King St. W. Elgin 6848	C. F. Goodman

"DOGGONE IT! YOU CAN'T EVEN GET LOST ANY MORE! / TOO MANY PEOPLE ARE LISTENING TO STATION CKCW!"

New proof of listener interest has been provided by the "Lost Dogs" programme on Station CKCW at Moncton. The average time required to return a dog to its owner, through descriptions broadcast over this station, is only five minutes.

CKCW finds dogs because people are listening to its programmes. For the same reason, it can find customers for you. Many proofs of results will be furnished, gladly, on request.

Plan to broadcast to the profitable Moncton market over CKCW. Consult your advertising agency, or write to

STATION

CKCW

MONCTON

New Brunswick, Canada

Representatives:

JOSEPH HERSHEY McGILLVRA

Chicago New York

Montreal Toronto

Program Ideas and Titles

A Summary-Index of Successful Programs Reported in *BROADCASTING* Magazine During 1939

Advertising & Promotion

Parade of Business: Remote pickups of descriptions of Western Montana industries, on KGVO, Missoula. 3-15-39, p. 66.

Washington at Work: Radio tours of large local industries, on KJR, Seattle, Wash. 2-15-39, p. 69.

Civic Salute: Weekly salute series for local business firms, on WPTF, Raleigh. 2-1-39, p. 44.

Smile-a-While: Early morning salutes to counties of four Midwest states, on WLS, Chicago. 9-1-39, p. 68.

Anniversary Salute: Histories of local business concerns against a musical background, on WCKY, Cincinnati. 3-15-39, p. 66.

What Am I Bid? Postcard-auction sale feature, on WEW, St. Louis. 4-1-39, p. 48.

Welcome, Listeners: Salute series directed at new radio purchasers, sponsored by radio repair shop, on KWLK, Longview, Wash. 2-15-39, p. 69.

Good Neighbor Hour: Mexican goodwill program, on a three-station Mexican hookup. 6-1-39, p. 36.

Tell Tale Mike: Behind-the-scenes description of different local businesses each week, on WHK, Cleveland. 1-15-39, p. 32.

In the Manager's Office: Explaining-radio series, built around working of a station manager's mind, on KTUL, Tulsa, Okla. 5-1-39, p. 54.

How to Get on the Radio: Hints on how to plan a radio career, on WHN, New York. 3-1-39, p. 60.

Parade of Business: Review of highlights of national and local business week, along with hints for the future, on KVOE, Santa Ana, Cal. 2-1-39, p. 44.

Lucky Doorbell: Prizes to listeners who show station checker sponsor's product on pantry shelves, program built around these personal calls, on KPAC, Port Arthur, Tex. 11-15-39, p. 69.

The Voice of Radio: Weekly quarter-hour discussions of the radio industry by station manager, on KTUL, Tulsa. 2-15-39, p. 70.

Talking Shop: Weekly 5-minute commentaries by the station sales manager designed to explain radio advertising and stir up new prospects, on KGVO, Missoula, Mont. 2-1-39, p. 44.

House Ad: Promotional feature, with interviews of personnel and visits to different station departments, on WJSV, Washington. 9-15-39, p. 70.

An Open Letter: Five dollar prizes offered weekly for best constructive criticism of programs, on WTAG, Worcester, Mass. 10-1-39, p. 60.

Nundination: Seasonal promotion of WHB, Kansas City. 1-1-39, p. 26.

On to Nicollet Park: Community participation series promoting Minneapolis Millers baseball games, on WCCO, Minneapolis. 9-1-39, p. 44.

At Your Service: Discussions of problems of professional, retail and service organizations to explain their work and correct mistaken impressions, carried as public service feature on WIRE, Indianapolis. 7-1-39, p. 80.

Radio Christmas: NAB-RMA promotion for increased listening and set rehabilitation, 11-15-39, p. 36.

ABC of Radio: Radio-explanation dramatizations, based on material in NAB's radio primer, on WTMJ, Milwaukee. 1-15-39, p. 33.

Magic Waves: Technical discussions, in layman's language, of the mechanics of radio and television, on NBC-Red. 10-1-39, p. 60.

* Institute for Education by Radio's program awards. 5-15-39, p. 30.

Civics & Government

The City on Parade: Dramatized highlights in Chicago's growth, under auspices of the Chicago Historical Society, on WMAQ, Chicago. 10-15-39, p. 66.

American Citizenship Court: Answers to queries about citizenship requirements and problems, thrice-weekly on WHOM, Jersey City, and WEVD, New York. 4-15-39, p. 72.

Now You Decide: Dramatized legal cases, with audience explaining how they would reach decisions on the problems involved, on WHN, New York. 7-1-39, p. 81.

The Phoenix Forum: Discussions of civic matters with community leaders, on KOY, Phoenix, Ariz. 8-15-39, p. 44.

There's a Law Against It: Humorous dramatizations of fantastic but actual legal situations taken from law books and case histories, on MBS. 2-1-39, p. 44.

G-Men in Action: Dramatized tales of the activities of U. S. agents, on Yankee Network. 6-15-39, p. 40.

Builders of El Paso: Dramatizations of lives of city pioneers, on KTSM, El Paso. 3-1-39, p. 60.

Municipal Court at Work: Judicial officers discuss operation of the local municipal court, on WPEN, Philadelphia. 4-15-39, p. 40.

Night Extra: Three-minute transcribed commentaries by Congressmen, grouped in a weekly feature, on KSTP, St. Paul. 3-15-39, p. 66.

Laws & Lawyers: Jurists discuss legal matters in layman's language, on KHJ, Los Angeles. 12-1-39, p. 63.

Wildlife: Dramatizations dealing with conservation and restoration of wildlife and natural resources in 13-week promotion for National Wildlife Restoration Week, growing out of a similar series originated by WOL, Washington, for MBS. 12-15-39, p. 72.

Capitol Conferences: Weekly "fireside chats" by Gov. Stassen of Minnesota, on KSTP, St. Paul, and Minnesota Radio Network. 4-1-39, p. 48.

This is the Law: Points of law dramatized and translated into human experience, on KGVO, Missoula, Mont. 11-1-39, p. 61.

We Are All Americans: Citizenship feature, directed at Italian population, on WOV, New York. 5-15-39, p. 32.

The City Speaks: Booster feature with accounts of new business enterprises and local business conditions on WGAR, Cleveland. 6-1-39, p. 36.

Meanwhilings: Scenes and sights in Los Angeles community, on KECA, Los Angeles. 11-15-39, p. 69.

Forward Florida: Florida-boosting series, on WFLA, Tampa. 4-15-39, p. 72.

Dear Mr. President: Broadcast of Interior Department's annual report to Congress, on MBS. 1-15-39, p. 32.

Jack Densham's Column: Stories of the Frisco waterfront, on KYA, San Francisco. 3-15-39, p. 66.

The Eyes of the Eagle: Public protection dramatizations, based on activities of Federal law enforcement agencies, on WHN, New York. 3-1-39, p. 60.

U. S. Government Reports: Interviews with government officials on their work within the state, on KOY, Phoenix, Ariz. 10-15-39, p. 67.

Builders of Clovis: Community booster, sponsored by bank, on KICA, Clovis, N. M. 9-1-39, p. 57.

In the Classroom: School kids enact original scripts on municipal government, on WFBL, Syracuse. 2-15-39, p. 67.

Police Blotter: Daily broadcasts from police headquarters describing operation of a police department, on KOH, Reno, Nev. 8-15-39, p. 44.

Sunrise in Hawaii: Early morning salute program from Hawaii, broadcast internationally, on KGMB, Honolulu. 1-1-39, p. 33.

Don't Cheat Uncle Sam: Crime-angle series illustrating how "respectable" people unwittingly became lawbreakers, on KTBS, Shreveport. 3-1-39, p. 60.

Flowers to the Living: Salutes to community leaders on KGRV, Weslaco, Tex. 8-1-39, p. 54.

Facing the Facts: Boost-the-South series, built around southern personalities, on WBIG, Greensboro, N. C. 2-15-39, p. 68.

Salutes to the Cities: Newspaper-station salutes to neighboring communities, on WHMA, Anniston, Ala. 9-1-39, p. 68.

Little Known Facts About Detroit: Informative excursions into local achievements and propensities, on WWJ, Detroit. 6-15-39, p. 69.

There is a Law Against It: Peculiar twists in the law explained. 9-1-39, p. 68.

Money at Stake: Drama and discussions on taxes and governmental expenditures, under auspices of local Citizens' Tax League, on WBNS, Columbus, O. 10-15-39, p. 66.

Bureau of Civic Betterment: Radio forum for constructive criticism on local and neighborhood improvements, on KYA, San Francisco. 2-15-39, p. 69.

Greater Louisville: Bank-sponsored community-boosting series, on WAVE and WHAS, Louisville. 1-15-39, p. 24.

Tales o' Troublesome: Explanations of how odd-named Kentucky towns got their monickers, on WHAS, Louisville. 9-1-39, p. 69.

Contests

Do You Read the News? Cash prizes for answers to questions based on news in sponsoring paper, on WIOD, Miami. 11-15-39, p. 69.

Call of the North: Prize-winning slogan contest program, sponsored by Minnesota Federal Savings & Loan Assn., on WTCN, Minneapolis. 11-15-39, p. 75.

Tie the Titles: Contest series on making verses or stories out of song titles, on KGVO, Missoula, Mont. 4-15-39, p. 62.

You Say It Now, but Who Said It First? Competition based on origination of familiar sayings, on KDKA, Pittsburgh. 10-1-39, p. 60.

Zingo: Sound effects recognition competition, on WOL, Washington. 10-15-39, p. 67.

Musical Memories: Music-spelling bee feature, on KEHE, Los Angeles. 5-15-39, p. 32.

Do You Know Your Radio? Listeners try to recognize recorded snatches taken from programs carried previous week, on WDAY, Fargo, N. D. 5-1-39, p. 56.

Musical Grab Bag: Listeners identify musical selections and win products advertised on station, on WHAI, Greenfield, Mass. 11-15-39, p. 68.

Tongue Twister Tournament: Pronunciation contest, on KDKA, Pittsburgh. 1-1-39, p. 32.

I Wish I Were: Amateur mimics' feature, on WWL, New Orleans. 8-15-39, p. 44.

You Explain It: True mystery stories, with audience participation in supplying solutions, on KECA, Los Angeles. 9-15-39, p. 71.

Synonym Derby: Spelling-bee feature, with contestants spelling synonyms of words offered, on WSYR, Syracuse. 5-1-39, p. 56.

Hidden City: Word-game contest series, on CFRB, Toronto. 5-1-39, p. 55.

World's Worst Program: Prizes for ideas to make program cornier than ever, on WIBG, Glenside, Pa. 5-1-39, p. 55; 11-15-39, p. 69.

Marathon Melodies: Musical recognition-association contest, on NBC-Blue. 9-1-39, p. 68.

Borrowing Neighbor: Recipe-completion contest, reported an effective mail puller for home economics program, on WJSV, Washington. 10-15-39, p. 66.

Add 'Em & Win: Listeners add all numbers mentioned on show and win prizes for correct totals, on WDAY, Fargo. 11-15-39, p. 68.

Guess the Place: Given three clues, listeners try to identify local buildings, on WHBF, Rock Island, Ill. 5-1-39, p. 56.

Don't Forget: Thought association contest series, on WBAL, Baltimore. 5-1-39, p. 55.

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Walter's Whoppers: Tall-tale contest series, on KLZ, Denver. 5-1-39, p. 54.

Quotation Marks: Quotation-recognition contest series, on British Broadcasting Corp. 2-15-39, p. 69.

Songo: Musical lotto contest, on WIP, Philadelphia. 12-15-39, p. 72.

Crazy Auction: Cash offers for satisfaction of unpredictable demands made of members of studio audience, on WTMV, East St. Louis. 12-15-39, p. 72.

A Bouquet to You: Woman commentator program featuring bouquet gift to some lady customer of sponsoring store each broadcast, on WJLS, Beckley, W. Va. 12-15-39, p. 72.

Homemaker's Quiz: Home economics queries answered by studio expert, with prizes delivered to listeners submitting winning questions as program is on the air, sponsored by gas company on WWJ, Detroit. 12-1-39, p. 62.

Drama

Summer Theatre of the Air: Straw hat dramas, on WWL, New Orleans. 8-1-39, p. 54.

Postal Oddities: Dramatizations of odd incidents in the postal systems of the world, on WAAF, Chicago. 5-1-39, p. 56.

Horror Hits the Airwaves: Weekly whodunit series, on CKGB, Timmins, Ont. 3-1-39, p. 59.

The Lost Star: Juvenile drama series produced by the New York Junior League, on WMCA, New York. 2-1-39, p. 44.

America's Lost Plays: Revivals of faded American dramatic classics, on NBC-Red. 7-1-39, p. 80.

My Lucky Break: Dramatized human interest stories from music and theatrical world and competition for unknown composers, on MBS. 1-15-39, p. 32.

Adventure Ahead: Dramatization-narration in sound and music, on Don Lee. 11-15-39, p. 68.

Meditation of Melody: Dramatizations of lives of famous musicians and scientists, on MBS. 12-15-39, p. 44.

The Pay Envelope: Dramatizations of problems of modern American wage-earner family, on MBS. 12-1-39, p. 62.

Pioneers of Science: Dramatized highlights of the lives of famous scientists, on WFIL, Philadelphia. 4-1-39, p. 74.

Theatre Review: Critical valuations of local movie and drama attractions, on CFCF, Montreal. 6-1-39, p. 36.

Education

Airing the Air Corps: Discussions of the operations of the Army Air Corps by an Army officer, on KYA, San Francisco. 9-15-39, p. 71.

The Fact Finder: Answers to unusual questions from correspondents, on CBS thru WJSV, Washington. 1-1-39, p. 32.

Adventures in Ideas: Lecture series on educational problems and progress of the sciences, on WQXR, New York. 11-1-39, p. 60.

Mah Jong: Instruction in Mah Jong playing, on WHN, New York. 11-15-39, p. 69.

Your Neighborhood Druggist Calling: Educational-merchandising feature, sponsored by Boston Assn. of Retail Druggists, on WEEI, Boston. 10-15-39, p. 30.

What You Don't See: Visits to little-known places in New York, on WCNW, Brooklyn. 9-1-39, p. 69.

What Can I Do: Little things city dwellers want to know and never find out—like apartment "gardening" and such—on WBBM, Chicago. 12-1-39, p. 63.

Art for Your Sake: Discussions and dramatizations based on art and artists, on NBC-Blue. 10-1-39, p. 60.

New Baby of 1939: How-to-do-it demonstrations on baby care, built around the progress of a real baby from the time of its birth, sponsored on WTMJ, Milwaukee. 2-15-39, p. 68.

Artists in Miniature: Dramatized highlights of the careers of famous personages of the arts, on KSTP, St. Paul. 6-1-39, p. 36.

Your Handwriting Reveals: Handwriting analyses by a graphologist, on WLAW, Lawrence, Mass. 5-1-39, p. 56.

Ask the Scientists: Weekly educational quarter-hour, with Syracuse U scientists answering queries, on WSYR, Syracuse. 2-15-39, p. 68.

Jack in the Box: Dramatized fairy tales, by elementary school pupils, on KLZ, Denver. 2-15-39, p. 67.

Famous Stories: Dramatizations of famous stories, directed at school children, on KMPC, Beverly Hills, Cal. 2-15-39, p. 67.

Singing School of the Air: Broadcast vocal lessons, on WCOP, Boston. 1-15-39, p. 33.

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Help My Boy: Interviews with youths seeking jobs, on WBBM, Chicago. 4-1-39, p. 48.

The Other Fellow's Job: Jobholders describe their professions, on WAPI, Birmingham, Ala. 1-15-39, p. 33.

Create Your Job: Vocational guidance series, on WMCA, New York. 2-15-39, p. 67.

Are We Through at 40? Job finding series concerned with older unemployed persons, on KEHE, Los Angeles. 2-15-39, p. 69.

Farm

War & Indiana: Discussions on possible effects of European war on farmers and industrial workers in the state, on WIRE, Indianapolis. 9-15-39, p. 71.

Rural Roundup: Daily quarter-hour of news and entertainment of special appeal to farm population, on WCLO, Janesville, Wis. 7-1-39, p. 80.

Farmer's Question Box: Answers to farmers' queries, on WNAX, Yankton, S. D. 6-1-39, p. 36.

Farm Facts and Fun: Agricultural data and music, on WOW, Omaha. 9-15-39, p. 71.

Peril of Peasantry: Weekly public service feature discussing agricultural problems, on WIRE, Indianapolis. 6-1-39, p. 37.

Columbia's Country Journal: Farm discussion feature, on CBS. 8-1-39, p. 54.

Sunrise Roundup: Farm news and information, on WHP, Harrisburg, Pa. 12-15-39, p. 73.

Farm Credit Round Tables: Discussions of farm credit problems, cooperating with Farm Credit Administration office, on WLW, Cincinnati. 2-15-39, p. 68.

The Farmers Digest: Agricultural information, against a musical background, on WOR, Newark. 2-1-39, p. 44.

Fashions & Shopping

Wedding Dress Revue: Fashion show of old and new matrimonial garbs, on KCRC, Enid, Okla. 3-15-39, p. 66.

Consumer Values: Consumer talks prepared by the N. Y. State Department of Agriculture & Markets, on WNEW, New York. 3-15-39, p. 66.

White Collar Bandits: Exposures of merchandising frauds, on KGKO, Fort Worth, 5-1-39, p. 56.

For Women Only: Morning women's program breaking up daily serial parade monotony, on KOMA, Oklahoma City. 8-1-39. p. 54.

Your Neighbor Speaks: Fashion quiz, sponsored by ladies' ready-to-wear store, on KARK, Little Rock, Ark. 11-1-39, p. 61.

Charm School: Advice to women on practical methods of developing charm, conducted by a psychologist, on KOY, Phoenix. 9-1-39, p. 68.

Lady, Lend an Ear: Feminine angle morning series, on KLZ, Denver. 2-15-39, p. 69.

Talk of the Town: Woman's-angle entertainment and comments, sponsored by dairy, on WCCO, Minneapolis. 11-1-39, p. 50.

Guest of Honor: Local woman's name selected at random from phone book to receive awards given by sponsor, on KRNT, Des Moines. 8-1-39, p. 54.

A Letter to a Lady: Weekly letter to an unknown lady correspondent, on WBT, Charlotte. 6-1-39, p. 36.

Alma Kitchell's Brief Case. Woman's angle chats on this and that, on NBC. 4-1-39, p. 86.

The Old Curiosity Shop: Collectors-item feature built around antiques and curios, on WFAA, Dallas. 3-1-39, p. 60.

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Food For Life: Listeners asked to name new restaurant, with best name winning free monthly dinners for two for life of winner, on WNEW, New York. 8-15-39, p. 44.

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Good Things to Eat: Food tips and buying hints, sponsored by quality grocery firm, on WKY, Oklahoma City. 11-15-39, p. 68.

America Works: Dramatized histories of nationally known food products, with patriotic motif, on WHK, Cleveland. 10-15-39, p. 66.

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Sugarbowl Quiz: Free meals to patrons of a local cafe, interviewed while they eat, for answers to questions drawn from a sugar bowl, on KBTM, Jonesboro, Ark. 9-15-39, p. 70.

Grocery Basket of the Air: Sustaining feature promoting "buy from an independent grocer" with grocery prizes for best letters on why listeners "buy independent", on WEW, St. Louis. 7-1-39, p. 80.

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Feature Foods: Participating domestic feature, slanted at women listeners, with extensive merchandising tie-ins, on WLS, Chicago. 3-15-39, p. 56.

Health

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All About Health: Daily health and food pointers, on WMCA, New York. 9-15-39, p. 70.

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Romance of the Railroads: Historical dramatizations of development of U. S. railroads, on NBC-Blue. 8-1-39, p. 54.

If Money Talked: Dramatizations of lives of American big businessmen, on NBC-Blue. 10-1-39, p. 61.

It Was Yesterday: Historical Chicago series, on WJJD, Chicago. 3-15-39, p. 66.

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Virginia's Art: Dramatic sketches based on lives of Virginia artists, on WRTD, Richmond. 12-1-39, p. 63.

Military Digest: Summaries of current history, supplying historical background for present conditions, on WMEX, Boston. 11-15-39, p. 69.

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Cellar to Roof: How-to-care-for-your-property program, on WMCA, New York. 4-15-39, p. 62.

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Building Developments: Interviews with carpenters and contractors as real estate promotion, on KOY, Phoenix. 9-1-39, p. 69.

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Henry's Exchange: Household hints for males, on WLS, Chicago. 1-15-39, p. 33.

Dream House: Homebuilding promotion, on WTMJ, Milwaukee. 1-1-39, p. 19.

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Let's Keep the Family at Home: Discussions for home entertainment, on, Texas State Network. 10-1-39, p. 60.

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Here Comes Youth: Adolescents outline their hopes, aims and ambitions, on KFAC, Los Angeles, 12-15-39, p. 72.

What Would You Do? Discussions of problems of child welfare, on KSTP, St. Paul. 12-15-39, p. 44.

Human Needs Clinic: Five-weekly five-minute spot for collecting and distributing wheel chairs, crutches and braces for needy persons, on KGKO, Fort Worth. 12-1-39, p. 62.

Personal Column: Fictional human interest stories behind the "personal" classified items in newspapers, on KSL, Salt Lake City. 2-1-39, p. 44.

We the Wives: Dramatizations of first meetings and marriage proposals by middle-aged couples, on WGN, Chicago. 1-1-39, p. 33.

Dear Editor: Dramatized human relations problems to be solved by listeners, on WMCA, New York. 1-1-39, p. 33.

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The Faculty Club: Sunday afternoon forum discussions of scientific subjects by Armour Institute of Technology faculty members, on WCFL, Chicago. 4-1-39, p. 80.

World's Fairs of Yesterday: Interviews with people who have attended fairs of the past and dramatizations of former historical expositions, on WBBM, Chicago. 6-1-39, p. 37.

Gunter Goings On: Remoted interviews with hotel guests and employes, on KTSA, San Antonio. 5-1-39, p. 55.

Food for Thought: Eat-and-chat feature, with luncheon guests invited twice-weekly on WCSC, Charleston, S. C. 2-15-39, p. 70.

Nation's Crossroads: Short transcribed interviews with visiting personages, combined in a Saturday night show, on KSTP, St. Paul, 4-1-39, p. 49.

Youth Questions the Headlines: Informal discussions of questions of the day by young persons of various social and economic backgrounds, on NBC-Blue. 11-1-39, p. 61.

Dinner With the Stars: Dinner table interviews with visiting stage celebrities, on KXOK, St. Louis. 11-15-39, p. 72.

Your Servant—the Hotel: Local hotel managers explain the functions of their inns, on KXOK, St. Louis. 5-1-39, p. 56.

The Other Side: Discussions of state questions by legislators, on WBAP, Fort Worth. 10-1-39, p. 60.

Cupid's Court: Interviews with couples who have just secured marriage licenses, on KXOK, St. Louis. 6-1-39, p. 36.

Clash of Opinion: Forum program featuring verbatim remarks of world leaders on controversial international issues, on WOV, New York. 6-15-39, p. 40.

Personality Parade: Speeches by civic leaders and personalities, on KTUL, Tulsa. 1-1-39, p. 33.

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Man on Ice: Ice rink interviews while skating, on WIBC, Indianapolis. 12-1-39, p. 62.

Lobbying in the Nicollet: Interviews with hotel guests, on WDGY, Minneapolis. 12-1-39, p. 62.

Canada's Youth: Extemporaneous discussions by young Canadians of their thoughts on current conditions, on CBC network. 12-1-39, p. 62.

Poll of the People: Listeners vote on questions of the day, on WFAA, Dallas. 12-15-39, p. 73.

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We Cover New York: Interviews with big-town celebrities in hot spots all over Gotham, on WHN, New York. 3-1-39, p. 59.

Lobby Loungers: Interviews with state legislators in the lobby of a local hotel, sponsored on KIDO, Boise, Idaho. 2-1-39, p. 44.

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Movie Tattler: Local movie gossip show, with interviews of visiting stars and such, on WBBM, Chicago. 5-15-39, p. 32.

Uncle Sam's Family: Interviews with foreign-born American citizens, on WBNX, New York. 8-15-39, p. 44.

Inquiring Reporter: Interview reporter, with interviewees given soft drinks to put them at ease, on KOY, Phoenix. 9-1-39, p. 68.

Naturally Artificial: Special events pick-up from artificial limb factory, on KSTP, St. Paul. 1-1-39. p. 32.

What Do You Think? Discussions of current problems with public reactions of students, businessmen and housewives, on WMCA, New York. 5-15-39, p. 32.

The Milwaukee Public Speaks: Sunday half-hour for five-minute speeches of five local citizens, on WTMJ, Milwaukee. 10-1-39, p. 61.

Know Your Government: Informal interviews with city officials, on KVOA, Tucson, Ariz. 9-1-39, p. 69.

I'll Tell the World: Two-minute talks on self-chosen subjects by amateur speakers, sponsored for O'Cedar of Canada, on CFRB, Toronto. 9-15-39, p. 70.

You Might be Right: Public forum series with a collegiate slant, on WFAA, Dallas. 9-15-39, p. 68.

Sunday Forum: Informal audience participation discussion series, on KMTR, Hollywood. 2-1-39, p. 44.

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Catalina Fun Quiz: Interviews with visitors from boat landings on Catalina Island, on CBS-Pacific. 6-15-39, p. 40.

Girl on the Street: Interviews with girls and young ladies only, on WCSH, Charleston, W. Va. 10-15-39, p. 66.

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Know Your Symphony: Interviews with well-known concert musicians, on KPO, San Francisco. 11-15-39, p. 69.

Tall Tales of Texas: Whoppers and wild yarns by local personalities and businessmen, on KGKO, Ft. Worth. 4-1-39, p. 48.

Honeymoon Cottage: Interviews with newlyweds in new homes, on WTMJ, Milwaukee. 9-15-39, p. 71.

WENR's Town Meeting: Weekly discussion hour on matters of local interest, on WENR, Chicago. 1-15-39, p. 32.

Young America Speaks: Interviews with children, on WJZ, New York. 9-15-39, p. 70.

Magic City: Discussions by foreign-born residents of the city, on WAPI, Birmingham, Ala. 1-1-39, p. 33.

Chicago at Work: Thrice-weekly interviews with workers in local factories, on WIND, Gary, Ind. 10-15-39, p. 67.

Your Young Neighbors: Interviews with newlywed couples, on KWTO-KGBX, Springfield, Mo. 2-15-39, p. 68.

I'd Like to Know: Interview feature, conducted by a woman and slanted to feminine listeners, on WIL, St. Louis. 7-1-39, p. 81.

Everybody's Ideas: Radio exchange for ideas on this and that from listeners, on KGIR, Butte, Mont. 1-15-39, p. 33.

Vine Street Varieties: Interview program, on WHB, Kansas City. 1-1-39, p. 32.

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Happy Hal: Entertainment and behavior lessons for children, on WLW, Cincinnati. 9-1-39, p. 68.

The Traveling Trotters: Travelogue-adventure series, slanted to juveniles, on WTMJ, Milwaukee. 3-15-39, p. 66.

Calling the North Pole: Juveniles' Christmas feature, on KTKC, Visalia, Cal. 12-15-39, p. 73.

Uncle Don Reads the Funnies: Sunday morning feature, with kiddies actually playing the comic strip characters, on WLS, Chicago. 5-1-39, p. 54.

Ancient Order of Bookworms: Dramatizations of children's books, along with juvenile literary club, on WTMJ, Milwaukee. 7-1-39, p. 80.

Kiddie Kollege: Juvenile quiz program, using questions based on the State course of study for their respective school grades, on KGVO, Missoula, Mont. 10-1-39, p. 61.

Youth Looks at Youth: Informal discussions of youth's problems with kids from studio audience, on WPTF, Raleigh, N. C. 2-15-39, p. 70.

Music Plays: Irenee Wicker's dramatized folk and fairy tales, on NBC. 1-15-39, p. 15.

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Radio Awards: Free radio receivers to listeners, chosen from phone directory, as part of recorded music program, on WFIL, Philadelphia. 11-1-39, p. 61.

Dishpan Parade: Combination of transcribed music and original poetry sent in by listeners. 7-15-39, p. 76.

Thirty Years on Broadway: Hit tunes and personality sketches from Broadway shows of the last three decades, on WAAF, Chicago. 2-15-39, p. 69.

Your Song: Musical requests based on listeners' letters giving best personal experiences in connection with particular songs, on WLW, Cincinnati. 10-15-39, p. 66.

Electronic Orchestra: Music of 12-piece orchestra composed entirely of instruments using electrical amplification, on NBC-Red. 9-1-39, p. 69.

Piano Quiz: Quiz program based on recognition of tunes and association of song titles, on KOY, Phoenix, Ariz. 11-1-39, p. 61.

For You Only: Music played especially for members of different professions and trades, on WIBC, Indianapolis. 9-1-39, p. 68.

When I Played Organ in the Theatre: Musical narrations of experiences of an old-time movie palace piano thumper, on KOY, Phoenix, and Arizona Network. 9-15-39, p. 70.

Rambles in Rhythm: Recorded music program featuring "most popular" pieces, based on record sales in sponsor's stores, on WTMJ, Milwaukee. 9-15-39, p. 70.

Modern Music Masters: Transcribed music, with orchestra leaders as guest stars in person, on WMCA, New York. 11-15-39, p. 68.

Scandinavian Airs: Recorded and live Swedish, Danish and Norwegian music, on KOWH, Omaha. 8-15-39, p. 44.

Arists in Exile: Refugee artists' recitals, on WEVD, New York. 1-15-39, p. 32.

Music With a Smile: Musical series in which all announcements, introductions and titles are sung, on KFYO, Lubbock, and Texas State Network. 7-1-39, p. 81.

Daveau Music Hour: Transcribed concerts by school bands and orchestras of neighboring towns, on WDAY, Fargo, N. D. 12-15-39, p. 73.

The Sun Dodgers: Daily 11-midnight transcribed music show, on WFAA, Dallas. 12-1-39, p. 62.

Edna Mae Variety Hour: Unrehearsed variety-music show, with commercials ad-libbed, on WMRO, Aurora, Ill. 12-1-39, p. 63.

Let's Write Songs: Music analysis feature, with Dr. Sigmund Spaeth, well-known "tune detective", on WNYC, New York. 10-1-39, p. 60.

The Song Doctor: Musical answers to listeners' queries, on WTMJ, Milwaukee. 4-15-39, p. 63.

Melody Master Mind: Stump the *Master Mind* with the name of a song he can't play and win a prize, on WTMJ, Milwaukee. 5-1-39, p. 56.

KMOX Keyboard Choir: Musical series featuring the five keyboard instruments of the station, from organ to piano, on KMOX, St. Louis. 7-1-39, p. 81.

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Tenth Row Center: Weekly original musical comedy, on Pacific Coast NBC-Blue. 10-15-39, p. 67.

Hour of Cheer: Music and inspirational messages for the bed-ridden, on WATR, Waterbury, Conn. 2-15-39, p. 69.

Song Search: Amateur composers' program, on CKWX, Vancouver, B. C. 3-1-39, p. 59.

Ohio Composers: Interviews with and music of unsung Ohio composers, on WTAM, Cleveland. 2-15-39, p. 69.

Gotham Nights: Musical variety series featuring stars from New York spots, on WHN, New York. 1-15-39, p. 33.

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All-Night Party: All-night dance music, sponsored on WHN, New York. 1-1-39, p. 58.

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World's Greatest Short Stories: Original translations of well-known foreign stories, on WBAP, Fort Worth. 6-1-39, p. 36.

Fables in Verse: Alfred Kreymbourg's verse plays depicting human characteristics through actions of animals, on NBC-Red. 1-1-39, p. 33.

Magazine Digest: Previews of current and coming magazine features, on KRNT-KSO, Des Moines. 1-1-39, p. 33.

Local Poets: Local poets with their poetry, on KBTM, Jonesboro, Ark. 11-1-39, p. 61.

Yesterday's Children: Dramatizations of favorite childhood books of famous Americans, on NBC-Blue. 12-1-39, p. 63.

The Yarnspinner: Folksy one-man straight narrative programs, on WFVA, Fredericksburg, Va. 12-1-39, p. 63.

Poetic Justice: Poetic drama series, on WQXR, New York. 3-1-39, p. 58.

Book Theatre: Weekly quarter-hour dramatic condensation of a new book, on MBS. 3-1-39, p. 60.

Meet Mr. Weeks: Human side of literature, as expressed in letters, diaries and original manuscripts, on NBC-Blue. 10-15-39, p. 67.

Author! Author! Weekly interviews with well-known writers, on WOR-Mutual. 4-1-39, p. 48.

Library Hour: Book and reading hint feature, on KWOS, Jefferson City, Mo. 5-15-39, p. 32.

Masterpieces of Charles Dickens: Radio versions of Dickens' greatest novels, on WOV, New York. 2-15-39, p. 69.

News

News Comes to Light: Sunday non-commercial series in interview-discussion form, on WKY, Oklahoma City. 1-15-39, p. 60.

A Year Ago Today: Recapitulation of year-old news, daily on KWOS, Jefferson City, Mo. 5-1-39, p. 55.

Sound Track: Stage and screen gossip feature, thrice-weekly on WNEW, New York. 1-15-39, p. 32.

Beach Reporter: Time, temperature, tide and weather reports for Southern Connecticut beaches, sponsored by suntan lotion manufacturer, on WICC, Bridgeport. 7-1-39, p. 81.

County Fair Reporter: Reports on winners and fair news of various county fairs in coverage area, on WLS, Chicago. 9-1-39, p. 68.

Six Speaking Editors: Six announcers each handle a different department in the news on a single program, on WCCO, Minneapolis. 11-1-39, p. 61.

Community Corner: Gratis civic announcements twice-weekly, on WIBC, Indianapolis. 12-15-39, p. 72.

Airplane Movements: Morning and evening plane schedule broadcasts, cooperatively sponsored by airplane companies, on KFAR, Fairbanks, Alaska. 12-1-39, p. 62.

Letter From Home: Late night broadcasts of Detroit and Michigan news designed for natives living outside the state, on WJR, Detroit. 12-1-39, p. 63.

Names Make News: Word picture of personalities in the news by George Hicks, NBC commentator, thrice-weekly on WEAF, New York. 3-1-39, p. 58.

Read Your Paper: Journalistic-slanted weekly series, under auspices of University Broadcasting Council, on WIND, Gary, Ind. 8-15-39, p. 44.

The Oklahoma Slant: Recorded commentaries by newspaper correspondent in Washington, on WKY, Oklahoma City. 4-1-39, p. 49.

Cold Facts: Climatic information designed for sponsorship by either refrigeration or heating industries, on WEW, St. Louis. 8-15-39, p. 44.

Los Banos Daily News: Daily news-commercial pickup direct from various towns in listening area, on KYOS, Merced, Cal. 1-15-39, p. 32.

Siren: Sound of a siren announces local fire alarms, on WLAW, Lawrence, Mass. 5-1-39, p. 54.

Today's Fires: Daily reports of fires in preceding 24 hours in local community, used as special promotion of National Fire Prevention Week, on WBZ-WBZA, Boston-Springfield. 10-15-39, p. 66.

True Adventures of Gary & Jill: Radio serial based on up-to-the-minute war news in Europe, on Texas State Network. 11-15-39, p. 69.

Social Register: Daily birth, marriage and engagement announcements, on WJJD, Chicago. 10-1-39. p. 60.

Headlines of the Past: Simulated bulletins of old news events, on WBT, Charlotte. 3-1-39, p. 59.

What's Happening Under the Capitol Dome: Legislative news commentary series, on KGIR-KPFA, Helena-Butte, Mont. 2-1-39, p. 39.

Front Line Background: Military analysis and background of the action of European armies, by a retired Army officer, on MBS. 11-15-39, p. 68.

News & Interviews: News reports and chats with passengers on sponsor's busses, on KGKO, Fort Worth. 3-15-39, p. 66.

This Moving World: Six-weekly quarter-hour news commentary, on NBC-Pacific Blue. 7-15-39, p. 76.

Strictly Oldfashioned: Costume show built around news and song numbers of the 90's, on KOY, Phoenix, 7-15-39, p. 76.

Patriotic

The Battlefront of Democracy: Analyses of Nazi and Fascist technique and psychology as practiced by propaganda agents in U. S., on WQXR, New York. 6-15-39, p. 40.

Lest We Forget: Patriotic-historical dramatic series, on WORL, Boston. 9-15-39, p. 71.

America Marches On: "Democracy propaganda" series, on WMCA, New York. 3-1-39, p. 58.

Proudly We Hail: Dramatizations of patriotic deeds of history, on WSM, Nashville. 3-1-39, p. 58.

Better Americans: Bi-lingual dramatizations of the Americanization of a foreign-born family, on WGES, Chicago. 2-1-39, p. 44.

What Price America? Weekly dramatizations of the United States' battle to regain its natural resources, on CBS in collaboration with Interior Dept. 1-15-39, p. 32.

Road to Freedom: "Democracy" series, sponsored by *Washington Star* on WMAL, Washington. 1-15-39, p. 32.

America Marches On: Weekly half-hour patriotic program, on KFWB, Hollywood. 1-1-39, p. 32.

Pets & Hobbies

A Dog's Best Friend: Free lost-dog announcements, on WICC, Bridgeport, Conn. 7-1-39, p. 81.

Let's Visit Ivie Stein: Unrehearsed visits with the proprietor-sponsor of a local stationery store, who is also a camera expert, on KVOE, Santa Ana, Cal. 7-1-39, p. 80.

What Can I Do? Hobby slants and hints on how to spend leisure time, on WBBM, Chicago. 11-15-39, p. 68.

Pat Pending: Discussions of inventions and the interests of guest inventors, on WMCA, New York. 2-1-39, p. 44.

Detroit News Radio Extra: Weekly dramatized news program, using studio-newspaper talent, on WWJ, Detroit. 1-1-39, p. 32.

Your Home Town Editor: Editorials from Midwest newspapers, covering local and regional problems, on WNAX, Yankton, S. D. 9-1-39, p. 68.

Let's Sit Down and Talk Over the News: Informal bi-lateral discussion of current events, on KMTR, Hollywood. 9-1-39, p. 68.

That's What They Said: Direct quotation from persons in the news of the day, on KALE, Portland, Ore. 2-15-39, p. 70.

Mr. Dodd Looks at the News: News interpretations with an average-man slant, on NBC-Red. 1-15-39, p. 32.

This Mad World: Satires on news of the week, on WMCA, New York. 4-1-39, p. 49.

Minnesota Today: Dramatizations of opinions of persons in all walks of life concerning contemporary problems and events, on KSTP, St. Paul. 10-15-39, p. 66.

Hold the Press: Narrations of headline news stories, on WHN, New York. 4-1-39, p. 48.

Club House Politics: News of local political situation, on WCNW, Brooklyn. 4-1-39, p. 48.

Hay-Fever News: Daily announcements on sneeze-inducing properties of prevailing weather conditions, on WHB, Kansas City. 9-1-39, p. 69.

Weekly Clippings: Local news and editorials gleaned weekly from community newspapers, on KGVO, Missoula, Mont. 1-15-39, p. 32.

Radiotorials: Weekly news feature with four state editors on each program giving their views on one subject of state or national interest, transcribed in the individual editor's offices, on WIRE, Indianapolis. 7-1-39, p. 80.

State Capital News: Weekly review of legislative news, on WFAA, Dallas. 1-15-39, p. 33.

News in Review: Six-voice Sunday newscast, on WHP, Harrisburg, Pa. 1-15-39, p. 32.

Spectator Air Edition: High school news quarter-hour, on KDAL, Duluth. 1-1-39, p. 32.

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SUMMARY-INDEX OF PROGRAM IDEAS AND TITLES

Airways: News appealing to aviation enthusiasts and model plane builders, on WCOP, Boston. 1-15-39, p. 33.

Boggs on Dogs: Answers to pet-owners' queries by a canine expert, on WEEI, Boston. 1-15-39, p. 32.

Program Announcements

Invitation to Listen: Weekly quarter-hour promoting sponsored broadcasts on the station, produced like a movie trailer, on WLW, Cincinnati. 5-1-39, p. 44.

Invitation to Listen: Preview promotion of coming broadcasts, designed to stimulate listener interest, on WLW, Cincinnati. 5-1-39, p. 44; 8-15-39, p. 64.

The Old Eavesdropper: Radio gossip show, on KGVO, Missoula. 3-1-39, p. 60.

Encore Theatre: Repeat performances of two most popular shows each week, on KECA, Los Angeles. 8-15-39, p. 44.

Quiz

Knowledge Pays: Quiz feature, on KIRO, Seattle. 1-15-39, p. 32.

What's on My Mind? Quiz contest, sponsored by dairy, on CJCA, Edmonton, Alta. 1-1-39, p. 32.

Civic Forum Quiz: Question-answer series, with expert answering queries on government matters of studio audience, on WLS, Chicago. 1-15-39, p. 32.

The Picture Frame: True-false questionnaire series revolving around a discussion of a painting reproduced each Sunday in the *Worcester Telegram,* on WTAG, Worcester, Mass. 2-15-39, p. 68.

DYKTA: Do-you-know-the-answer quiz series, sponsored by a bank, on WOWO-WGL, Fort Wayne, Ind. 3-1-39, p. 76.

Wife's Night Out: Interviews and quiz fest featuring married women and their activities, on WBBM, Chicago. 3-1-39, p. 60.

Double or Nothing: Quiz show with varying cash awards leading up to a "double or nothing" query, on WOL, Washington. 12-15-39, p. 73.

Batter-Up: Quiz show, with scores counted in baseball fashion, on WHAS, Louisville. 12-1-39, p. 63.

Sportswriters Quiz: Sports quiz, with listeners and fans submitting queries to stump board of experts made up of sportswriters of local papers and visiting sports figures, on Colonial Network. 12-1-39, p. 62.

It's On the Tip of My Tongue: Yiddish-English quiz series, on WBNX, New York. 3-1-39, p. 58.

Oh, Teacher: Teachers answer questions thought up by their pupils, with apples as prizes, on KPO, San Francisco. 3-1-39, p. 58.

School for Spielers: Staff announcers quizzed on pronunciation and general knowledge, on KFRU, Columbia, Mo. 8-1-39, p. 54.

The Quiz Lab: Question-answer show built around aviation motif, on KOWH, Omaha. 9-1-39, p. 69.

Quiz Kollege: Quiz program, with contestants participating via telephone in their own homes rather than in person at studio, on KUJ, Walla Walla, Wash. 10-1-39, p. 61.

Bizz-Quiz: Quiz show built around recognition of manufacturers, products, trademarks and labels, on KJR, Seattle. 7-1-39, p. 81.

Radio's Voice: Man-on-street quiz program, with questions selected by whirling wheel-of-chance, on WGN, Chicago. 10-1-39, p. 61.

Rooftop Vox Pop: Teams composed of patrons of two downtown roof gardens compete in quiz contest, on WGAR, Cleveland. 7-15-39, p. 76.

College of Fun: Quiz program, with listeners using forms to jot down answers and phoning them in, on WIP, Philadelphia. 6-15-39, p. 40.

Education Please: Quiz program covering Georgia resources, schools and people, on WSB, Atlanta. 6-15-39, p. 55.

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CKAC, Montreal
CKCO, Ottawa
CJCB, Sydney, N. S.

WSYR, Syracuse
WMPS, Memphis
WATL, Atlanta
WCAO, Baltimore
WMBS, Uniontown
WJBC, Bloomington
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132 West 43rd Street - New York

What's the Answer? Quiz program, part of a local federal savings & loan association's successful radio promotion, on WGAR, Cleveland. 5-15-39, p. 15.

Don't Forget: Quiz show incorporating special prizes for marathon undefeated winners, on NBC-Blue. 10-15-39, p. 67.

Word Learners: Word-meaning quiz for staff announcers, on WELI, New Haven. 5-15-39, p. 32.

PDQ Quiz Court: Quiz program with silver dollar prizes, on KFI, Los Angeles. 10-15-39, p. 67.

Cosmetics Quiz: Cosmetic samples go to question-answer participants, on WRC, Washington. 5-1-39, p. 55.

Voice & Occasion: Quiz program on which contestants try to recognize recorded sounds and descriptions, on BBC. 4-15-39, p. 63.

What & Where: Quiz show, with questions based on travel and geography, on WWJ, Detroit. 5-15-39, p. 32.

Mister Find-Out: Question-answer series, with expert answering all questions whose answers cannot be found in usual sources, on KECA, Los Angeles. 4-1-39, p. 48.

Everybody Wins: Car-selling quiz program, on KOIN, Portland, Ore. 11-15-39, p. 32.

Know New Orleans: Local-angle quiz series for high school contestants, on WWL, New Orleans. 6-15-39, p. 40.

Bargain Hunter: Merchandising quiz, sponsored by supermarket chain on KDYL, Salt Lake City. 3-1-39, p. 74.

Spell It, Please: Stump-the-expert audience participation quiz series, on KELO, Sioux Falls, S. D. 6-15-39, p. 40.

* Quiz programs with cash prizes on NBC, CBS and MBS. 12-15-39, p. 90.

Religious

Passion Play: Eight-week series dramatizing the story from the New Testament, under auspices of religious organization, on WMCA, New York. 3-15-39, p. 66.

Church of All Creeds: Sunday religious half-hour open to all churches and faiths, in order of receipt of applications, on KGDE, Fergus Falls, Minn. 2-15-39, p. 68.

Bible Narratives: Broadcast-day opener, with local ministers each day telling the story of a Bible character of whom he has made a particular study, on WTAG, Worcester, Mass. 6-1-39, p. 37.

Religious News Reporter: Sunday afternoon review of religious activities of all denominations in the city, on WMCA, New York. 7-15-39, p. 77.

Family Prayer: Devotional series designed to allow alternate participation by various community churches, on KOY, Phoenix. 10-15-39, p. 76.

Church Billboard: Thrice-weekly news and notices of church activities, on WELI, New Haven, Conn. 12-15-39, p. 73.

Religion Looks at Life: Informal discussion of a current topic each week by a priest-minister-rabbi trio, with different group each week, on KSTP, St. Paul. 12-15-39, p. 72.

Bible Question Box: Quiz based on Biblical excerpts, with Bibles as prizes, on WIRE, Indianapolis. 12-15-39, p. 73.

Let's Try Religion: Sunday morning discussions of religion's place in the present world, on WMCA, New York. 2-15-39, p. 70.

Youth's Hymns: Boy hymn singer, sponsored by mortuary, on WHBL, Sheboygan, Wis. 8-1-39, p. 55.

Schools & Colleges

Holy Cross College Forum: Lecture debate and panel discussion program conducted by college debating society, on WORC, Worcester, Mass. 4-15-39, p. 40.

Bull Session: Student discussions of current events picked up by a hidden mike, conducted by Chicago U Broadcasting Council, on CBS. 5-15-39, p. 32.

Parade of Junior Colleges: Students acquaint listeners with activities of Southern California junior colleges, on KEHE, Los Angeles. 5-15-39, p. 58.

High School Studio Party: School participation series, on WMAQ, Chicago. 1-15-39, p. 33.

University Life: Discussions of collegiate life, on MBS. 1-1-39, p. 32.

Highschool Highspots: Weekly salute to local high school achievements, on WSAI, Cincinnati. 1-1-39, p. 32.

Sports & Outdoor Life

Where to Go Fishing: State-wide angling news, on KGKO, Fort Worth. 5-1-39, p. 55.

Hole-in-One Tournament: Periodic pickups from a hole-in-one golfing contest, sponsored on KMO, Tacoma, Wash. 5-15-39, p. 32.

Your Softball Reporter: Twice-weekly quarter-hour of softball scores, on KVOE, Santa Ana, Cal. 7-1-39, p. 80.

Adventures in Photography: Combination program slanted to camera fans, on NBC-Blue. 11-15-39, p. 68.

Bicycle Court: Class in bicycle operation and bicycling rules as part of public safety campaign, on WSAI, Cincinnati. 3-1-39, p. 58.

Quarterback's Quiz: Football quiz conducted between halves by announcer strolling among spectators in stadium, on KVOO, Tulsa, Okla. 11-15-39, p. 68.

Challenging the Experts: Sports quiz confined to participation of guest experts, on WJJD, Chicago. 2-1-39, p. 44.

Diamond Dust: Dramatized incidents in lives of baseball heroes, on WWJ, Detroit. 8-1-39, p. 55.

Basketball Express: One of several program units included in a "basketball package" sponsored on WIRE, Indianapolis. 12-15-39, p. 72.

From the Locker Room: Pre-game broadcasts of locker room chatter and coach's instructions preceding pro grid broadcasts, on WJJD, Chicago. 12-1-39, p. 62.

Keeping Fit: Sports facts and health comments, on WCNW, Brooklyn. 8-1-39, p. 54.

Ski Tips: Weather reports and such, along with helpful hints for skiers, on KVI, Tacoma. 2-1-39, p. 44.

The Fishcaster: Fishermen's feature, on WNEW, New York. 4-1-39, p. 48.

Hit That Ball: Baseball quiz series, on MBS. 5-15-39, p. 32.

Women in Golf: Feminine angle golf chats and interviews, on WTAM, Cleveland. 6-15-39, p. 40.

Victory Rally: Football news, famous plays and forecasts, on WHN, New York. 10-1-39, p. 61.

What Can I do? Winter exercise suggestions for city dwellers, onWBBM, Chicago. 10-15-39, p. 66.

Following the Ball: Arguments about sportsmen and sports events by two commentators, on WAAF, Chicago. 1-15-39. p. 32.

Junior Hobbies on Parade: Interviews with boys and girls about their pet hobbies, on KFYR, Bismarck, N. D. 6-1-39, p. 36.

Sports Queries: Veteran umpire-referee answers sports questions and problems from arbiter's viewpoint, on WIBW, Topeka, Kan. 11-15-39, p. 68.

Ski Express: Interviews with ski experts and flashes on snow conditions in Northeast and New England, on WNEW, New York. 1-1-39, p. 67.

Sports-I-View: Sports-interview feature, on WKRC, Cincinnati. 11-1-39, p. 32.

We Want a Touchdown: Football quiz featuring former grid stars, on MBS. 9-15-39, p. 71.

Hot Stove League: Weekly baseball roundtable, on WSYR, Syracuse, N. Y. 2-1-39, p. 44.

Swaps

White Elephant Club: Swap service feature, on KSTP, St. Paul. 11-1-39, p. 61.

Best Buys: Swap-or-sell feature, on KSFO, San Francisco. 5-1-39, p. 54.

Traffic & Motoring

What's the Law? Informal vox pop quiz on auto-pedestrian safety rules, on WGAR, Cleveland. 6-1-39, p. 62.

Let's Take a Trip: Tips about where to go on week-end trips around Chicago, on WCFL, Chicago. 6-15-39, p. 40.

Crank Handle Knights: Dramatized incidents in which cab drivers perform deeds of heroism or honesty, on WRC, Washington. 6-1-39, p. 37.

Your Automotive Reporter: Inside dope on automotive developments, on KWK, St. Louis, 2-15-39, p. 70.

Demonstration Drive: Broadcast of imaginary ride of salesman and prospective purchaser in one of sponsor's cars, with full conversations and sales talk against a musical background. 2-1-39, p. 44.

Transportation Emergencies: Emergency announcements about local street car or bus service, carried as a public service, on WCKY, Cincinnati. 1-1-39, p. 32.

The Man in the Car: Highway Safety series, on KWOS, Jefferson City, Mo. 6-15-39, p. 40.

Harmony Highway: Transcribed music, along with motoring information, directed at week-end travelers, on CJRC, Winnipeg. 7-1-39, p. 80.

Traffic Tribunal: Traffic violators invited to send in their "beefs" when they feel their fines are unjustified, and a traffic official explains justification of the fines, on KECA, Los Angeles. 8-15-39, p. 44.

The Automobile Shopper: Tips on the local used car market, on KSAN, San Francisco. 9-15-39, p. 71.

Texas Parks: Descriptions of major state parks of Texas, on Texas State Network. 6-15-39, p. 40.

Florida on Parade: Guide-to-Florida series for winter vacationers, with cooperative radio-newspaper setup, on WORL, Boston. 1-1-39, p. 32.

Miscellaneous

Live & Learn: Old people's feature, on MBS. 5-1-39, p. 56.

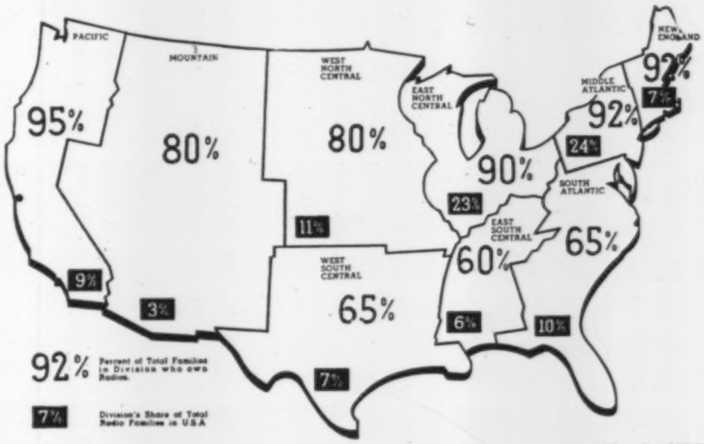
Smart Set: Entertainment by New York social registerites, on WHN, New York. 2-15-39, p. 69.

Yawn Patrol: Early morning general information and entertainment feature, on CJRC, Winnipeg, Man. 2-15-39, p. 68.

Breakfast in Bedlam: Anything-goes weekday morning show, on WBZ-WBZA, Boston-Springfield. 10-15-39, p. 67.

Dunkers Club Inc.: Screwball breakfast program, on WMMN, Fairmont, W. Va. 4-15-39, p. 62.

Radio Ownership by Geographic Divisions



Map by NBC

NBC herewith illustrates how radio homes have increased from 12,048,762 shown in the 1930 official census to 26,666,500 shown in the Joint Committee's count as of Jan. 1, 1938. In addition, NBC shows that 51% of the total number of radio families is located in the Eastern Time Zone, 37% in the Central Zone, 3% in the Mountain Zone and 9% in the Pacific Zone. Other NBC breakdowns show:

Radio Families by Income Groups

Income	*Percentage Total Families Owning Radios*	*Total Radio Families*
Over $10,000	99.9	400,000
$5,000 to $10,000	99.7	1,495,000
$3,000 to $5,000	98.2	3,730,000
$2,000 to $3,000	95.6	4,780,000
$1,000 to $2,000	88.3	10,600,000
Under $1,000	57.0	5,662,000

Radio Families By Geographic Divisions

	Total Families	*Percentage Owning Radios*	*Total Radio Families*	*Percentage Total Radio Families*
New Eng.	2,166,000	92	1,990,900	7
Mid. Atl.	6,922,000	92	6,361,200	24
E. N. Cen.	6,729,000	90	6,050,300	23
W. N. Cen.	3,580,000	80	2,861,900	11
S. Atlantic	3,977,000	65	2,598,700	10
E. S. Cen.	2,561,000	60	1,537,000	6
W. S. Cen.	3,146,000	65	2,040,000	7
Mountain	975,000	80	778,000	3
Pacific	2,585,000	95	2,448,500	9
U. S. Total	32,641,000	82	26,666,500	100

Radio Families by City Size

Population	*Percentage Total Families Owning Radios*	*Total Radio Families*
Over 500,000	88.5	5,000,000
100,000 to 500,000	93.4	4,030,000
25,000 to 100,000	95.0	3,380,000
10,000 to 25,000	91.3	2,215,000
2,500 to 10,000	86.4	2,571,000
Rural—Non-Farm	80.3	5,210,000
Rural—Farm	58.9	4,261,000

STATEMENT OF BUSINESS
1939

GUIDING LIGHT — Procter & Gamble Co. — Compton Advertising, Inc.
WOMAN IN WHITE — Pillsbury Flour Mills Co. — Hutchinson Advertising Co.
ROAD OF LIFE — Procter & Gamble Co. — Pedlar & Ryan, Inc.
SPRINGTIME & HARVEST — Standard Brands, Inc. — J. Walter Thompson Co.
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NBC	Hilmar R. Baukhage John B. Kennedy Earl Godwin Lowell Thomas Don Goddard Edwin C. Hill Graham McNamee George Hicks John Gunther Gabriel Heatter	Bill Stern (all) Clem McCarthy (racing) Jack Miley (all)	Richard Kent Mrs. Marguerite Mahoney Julia Bourne Elizabeth Thompson Wylie Callie Smith
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Anniston WHMA	....	Ed Mullinax	Laura Boswell
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Gadsden WJBY	....	Malcom Street	Nancy Nash
Huntsville WBHP	Lee Baggett	Lee Baggett	....
Mobile WALA	Tony Barrett Jack Bridges	Jack Bridges	....
Montgomery WCOV	....	Jim Ryba Ed Bates	Juanita Tobin
WSFA	Bill Verner Dr. S. J. Hocking	Irv Rapp	....
Muscle Shoals City WMSD	Don Campbell	Don Campbell	Buelah Sutton
Selma WHBB	....	....	Jean Cadden
Tuscaloosa WJRD	Frank W. Bruce Francis Dunn	Frank W. Bruce	Mrs. Dorothy Reynolds

ARIZONA

City and Call Letters	News Commentators	Sports Commentators	Home Economics Specialists
Globe KWJB	J. Lewis Monical James Benjamin	Jimmy Benjamin	Rose Jean
Jerome KCRJ	....	....	Mrs. Marian Kuhn
Lowell KSUN	John Pintek Jack Copeland	Eddie Miller	Mary Ellen Bergman
Phoenix KOY	Jack Copeland	Lou Kroeck	Beth Barton
Safford KGLU	John Merino Paul Merril	Lester McBride	Beatrice Merino
Tuscon KTUC	....	....	Gertrude Dossenbach
KVOA	Andrew White	Maj. M. A. Strange	....

ARKANSAS

City and Call Letters	News Commentators	Sports Commentators	Home Economics Specialists
Blytheville KLCN	Harold Sudbury Denton M. Neal	....	Cleo Garner
El Dorado KELD	Roger Laux	Roger Laux	Dawne Tucker
Fort Smith KFPW	J. E. Garner	Bill Slates	....
Hot Springs KTHS	Jerry Bernstein Kent Rush	Kent Rush Walter M. Ebel	Frances Hoffman
Jonesboro KBTM	Ottis Roush	Elton Dickson	....
Little Rock KGHI	....	Jimmy Woodward	Dorothy Weise
KLRA	Ray Lang	David Banks Ben Epstein	Theda Mae Drennan
Pine Bluff KOTN	....	George Curlin	....
Siloam Springs KVOA	Bill Fairley Luke Tanner	....	....

CALIFORNIA

City and Call Letters	News Commentators	Sports Commentators	Home Economics Specialists
Bakersfield KERN	....	....	Carolyn Kern
KPMC	P. D. McHugh	P. D. McHugh	....
Berkeley KRE	....	....	Emily West
Chico KHSL	Oral Phillips	Frank Coffin	Marie McClean
Eureka KIEM	....	Scoop Beal	....
Fresno KARM	Bob Davies Fred Becker	Fred Becker Bob Davies	....
KMJ	Don Davis Frank Wilbur Harold Brown	Dick Vail Frank Wilbur	Erma Giffen Gregory
Los Angeles KECA	Pat Bishop Tom Frandsen	John Canady Pat Bishop Herb Allen	Agnes White
KFAC	Ted Meyers	Mike Frankovich R. Van Des Autels	....
KFI	Pat Bishop Tom Frandsen	John Canady Pat Bishop Herb Allen	Agnes White Ann Warner
KFVD	Howard Gray	Bill Kelso	....
KFWB	John Colbert David Starling Ken Barton	Hank Weaver Harry LeRoy Frank Goss Ken Barton	....
KGFJ	....	Al Weinert	
KHJ	Robert Young Norman Nesbitt	....	Norma V. Young
KMPC	Fleetwood Lawton	John Canady	Violet Schramm
KMTR	Ken Barton	Jimmy Mack Ira Cook Ken Barton	Patrica Fair
KNX	Bob Garred Knox Manning Dick Joy	Tom Hanlon Gary Beckner	Fletcher Wiley
KRKD	....	Joe Micciche	....
Merced KYOS	Charlie Kinsley	....	Jane Cullen
Modesto KTRB	Douglas McCreary	Leonard Bartlett	....
Monterey KDON	Reed Pollock William O'Donnell	Windsor Josslyn	Mrs. Ruth Fisher
Oakland KLS	....	Bryon Reilly	....
KLX	....	....	Rose Patterson
KROW	Don Hettrick	....	Emma Lotta Hackett
Redding KVCV	....	E. P. Milburn	....
Sacramento KFBK	Vern Partlow	Steve George	Katherine Kitchen
KROY	....	Tony Koester	Martha Morton
San Diego KFSD	Paul Jones Richard Cutting Morrison Parker	Paul Jones Morrison Parker	....
KGB	....	Dan Bowers	Marion Randall

CALIFORNIA—(Continued)

City and Call Letters	News Commentators	Sports Commentators	Home Economics Specialists
San Francisco			
KFRC	John B. Hughes Mel Venter Tobe Reed	David Scofield Ernie Smith	Emily Barton Bess Bye
KGO	Robert Ackerly Bob Andersen	Ira Blue Hal Wolf	Gladys Cronkhite Ann Holden Janet Baird
KJBS	Jim O'Neil	....	Ruth Thompson
KPO	Robert Ackerly Bob Anderson	Ira Blue Hal Wolf	Gladys Cronkhite Ann Holden Janet Baird
KSAN	....	Frank Arthur	....
KSFO	Tro Harper	Jack Gregson	Jack Gregson
KYA	Darrell Donnell Clarence Myers Dick Ellers	Ernie Smith	Jean Fay
San Jose			
KQW	Jim O'Neill	Ray Lewis	....
Santa Ana			
KVOE	J. B. Hughes	Bill Hynds	Vicki Renee
Santa Barbara			
KDB	....	....	Stella Hollowell
KTMS	William Sanford Kenneth Peters	Kenneth Peters	Mary Hagan
Santa Rosa			
KSRO	....	Ralph Stone	Betty Colgan
Stockton			
KGDM	....	George Foster	....
KWG	Howard Thurston	George Ross	Nelda Ormiston
Visalia			
KTKC	Art Primm	Stan Simpson	....
Watsonville			
KHUB	....	Gordon Roth	....

COLORADO

City and Call Letters	News Commentators	Sports Commentators	Home Economics Specialists
Colorado Springs			
KVOR	John Dillon Henry Joslyn	Henry Joslyn	Mary Ann Russell
Denver			
KFEL	Bill Welsh Henry Orbach Stuart Heinemann	Bill Welsh Joe Myers	Mary McCord Brown
KLZ	Jack Fitzpatrick Bob Harris Betty Lou Bemis	Jack Fitzpatrick	Margaret Moore Patricia Burns Kidder
KOA	....	Joe Myers	....

COLORADO—(Continued)

City and Call Letters	News Commentators	Sports Commentators	Home Economics Specialists
Grand Junction			
KFXJ	....	Marv Mulvihill	....
Greeley			
KFKA	Willard Simms Warren S. Williamson	Warren S. Williamson	Grace B. Green
Pueblo			
KGHF	....	....	Jane Marshall

CONNECTICUT

City and Call Letters	News Commentators	Sports Commentators	Home Economics Specialists
Hartford			
WDRC	....	Jack Zaiman	....
WTHT	....	Harold Ogden	....
WTIC	Prof. Andre Schenker	Robert Steele	....
New Britain			
WNBC	Milton Berkowitz Jack Sullivan	Leo B. Keegan Harry Ginsburg	Edna May Parsons
New Haven			
WELI	Michael J. Goode Maj. Ranulf Compton	Phillip L. Buxbaum, Jr.	Thelma Shilf
New London			
WNLC	....	Gort Wilbur	....
Waterbury			
WATR	....	William Derwin	Fay Clark
WBRY	E. Christy Erk	Chick Kelley	....

DELAWARE

City and Call Letters	News Commentators	Sports Commentators	Home Economics Specialists
Wilmington			
WDEL	J. Gorman Walsh	Herman Reitzes	Mary McCauley
WILM	Harvey Smith	Herman Reitzes	Mary McCauley

DISTRICT OF COLUMBIA

City and Call Letters	News Commentators	Sports Commentators	Home Economics Specialists
Washington			
WJSV	Albert L. Warner Hugh Conover	Walter Johnson Harry McTigue	Elinor Lee
WMAL	Earl Godwin H. R. Baukhage	Bill Coyle Bill Crago George Gunn	Mary Mason
WOL	Walter Compton	Tony Wakeman	Frances Troy Northcross
WRC	Earl Godwin H. R. Baukhage	Bill Coyle Bill Crago George Gunn	Mary Mason

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KFRC • San Francisco, Cal.
KWK • St. Louis, Mo.
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WGN • Chicago, Ill.
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News-Sports Commentators and Home Economics Specialists

Available for Sponsorship

FLORIDA

City and Call Letters	News Commentators	Sports Commentators	Home Economics Specialists
Jacksonville WJAX.........	....	George Weeks	Tracy L'Engle
WMBR.........	....	Jack Rathborn	....
Lakeland WLAK.........	Ronnie Rodgers	Bud Farnum	Mrs. Whipple
Maimi WIOD..........	Francis P. Locke Francis P. Malone	Jack Bell Luther Voltz Harrison Fisher	Jane Butler Ruth Richardson
WQAM.........	....	Dinty Dennis	....
Maimi Beach WKAT.........	Pete White Orville Revel	....	....
Ocala WTMC.........	Bob McConnell	Frank Nicholson	....
Pensacola WCOA.........	....	Virgil G. Evans	Dorothy Eastman
St. Augustine WFOY.........	R. M. Tigert John Cummins	....	....
St. Petersburg WSUN.........	Rod Arkell Maj. Robinson Bob Wilbur	Jeff Moshier Dan Hall Lou McMasters Rube Allyn	Sally U. Nelson
Tampa WDAE.........	....	Sol Fleischman Ed Ray	Allie Lee Rush
WFLA.........	Ronnie Rodgers Patsy Kent	Bud Farnum	Patsy Kent
West Palm Beach WJNO.........	Ben Decker Gordon Eaton	Ben Decker	Betty Keene Louise De Lea

GEORGIA

City and Call Letters	News Commentators	Sports Commentators	Home Economics Specialists
Albany WGPC.........	Hubert Batey Bill Poole Martha Percilla	Hubert Batey Bill Poole	Martha Percilla
Atlanta WAGA.........	Dick Pyron	Joe Hill Lee Bennett	Martha Hale
WATL.........	Barney Oakes Julian Flint	Barney Oakes	Sally Dawn
WSB...........	....	Marcus Bartlett	Mrs. Winifred S. Bell
Augusta WRDW........	James A. Davenport Jo Clark	Thurston Bennett Bernard Levy	Melba Sparks
Columbus WRBL.........	Jack Gibney Johnnie Clark	Jack Gibney	Louise Heely
Macon WMAZ.........	....	Ben Chatfield	....
Rome WRGA.........	Maj. Will A. Patten	Price Selby Mather Payne	Kitty Alford
Savannah WTOC.........	Bob Crawford Benjamin B. Williams	Weldon Herrin	....
Thomasville WPAX.........	....	Heath Varnedoe, Jr.	....
Waycross WAYX.........	Ken White	Liston Elkins	Annie May Goss

IDAHO

City and Call Letters	News Commentators	Sports Commentators	Home Economics Specialists
Boise KIDO..........	Dooley Riddle	Roy Civille	....
Idaho Falls KID............	....	....	Maxine A. Chaffin
Nampa KFXD.........	....	Doyle Cain	....

ILLINOIS

City and Call Letters	News Commentators	Sports Commentators	Home Economics Specialists
Bloomington WJBC..........	Stretch Miller	Stretch Miller	Louise Bosworth
Carthage WCAZ.........	....	....	Ann Wyman
Champaign WDWS.........	Marc Howard	Jack Beynon	Betty Schroeder

ILLINOIS—(Continued)

City and Call Letters	News Commentators	Sports Commentators	Home Economics Specialists
Chicago WAAF.........	....	Harry Creighton	Helen Stevens Fisher Grace Viall Grey
WBBM.........	Todd Hunter J. Oren Weaver	Pat Flanagan John Harrington Charlie Grimm	....
WCBD.........	....	Dick Kross	Irma Gareri
WCFL.........	James R. Dudley	Hal Totten James R. Dudley	Phil Libby
WEDC.........	Walter F. Helezer	....	....
WENR.........	Fort Pearson Durward Perry Norman Barry	Dick Nesbitt Fort Pearson Hal Totten	Elizabeth Hart
WGES.........	....	....	Sophie Barckus Marion Horton June Baker
WGN..........	Quin Ryan Capt. E. D. C. Herne Allan Spencer	Bob Elson Quin Ryan Guy Savage	
WJJD.........	....	Jack Drees	....
WLS..........	....	Fred Lindstrom	Harriet Hester Martha Crane Helen Joyce
WLW..........	Julian Bentley Ervin Lewis	....	....
WMAQ.........	Fort Pearson Durward Perry Norman Barry	Dick Nesbitt Hal Totten	Eleanor Howe
Danville WDAN.........	Gleason Kistler Francis Higgins William Adams	Gleason Kistler Francis Higgins	Emily Lautz Cody Noble
Decatur WSOY.........	....	John Bernard	....
East St. Louis WTMV.........	Leslie Crow	Lee George	Jane Foster
Galesburg WGIL..........	Bill Traylor	Howard A. Miller	Betty Burton
Harrisburg WEBQ.........	Bovard Clayton Lindle Moore	Bovard Clayton Lindle Moore	Mary Osborne
Joliet WCLS..........	Elizabeth Burke	Harry Caray	Edna Werber
Peoria WMBD.........	Brooks Watson	Jack Brickhouse	Jessica McFarland
Quincy WTAD.........	Will Sohm Gene Terry C. Arthur Fifer	Bob Lee	Gene Terry
Rockford WROK.........	Allen O. Brophy	Morey Owens	Effay Beynon
Rock Island WHBF.........	J. Woodrow Magnuson	Maurice Corken Charles Volger	Millicent Polley
Springfield WCBS..........	....	Bob Gregory	Clara Bell Graves
WTAX.........	....	Sam Molen	June Janess
Tuscola WDZ...........	Fran Booth	Hank Fisher	Martha Hull

INDIANA

City and Call Letters	News Commentators	Sports Commentators	Home Economics Specialists
Anderson WHBU.........	....	Wayne Reeves	....
Elkhart WTRC.........	....	Eldon Lundquist	Dorothy Teeters
Evansville WEOA.........	Wally Wood	Paul Clark	Grace Field
WGBF.........	Walter Leich	Paul Clark	Grace Field
Fort Wayne WGL...........	Bob Wilson Ralph Knox Vicki Harris	John Hackett Neil Searles	Jane Weston
WOWO.........	Bob Wilson Ralph Knox Vicki Harris	John Hackett Neil Searles	Jane Weston
Gary WIND.........	....	Jack Drees	....
Hammond WHIP..........	Ralph Eddy	Robert Bryar	Melva Turbin
WWAE.........	Ralph Eddy	Robert Bryar	Melva Turbin
Indianapolis WFBM.........	Gilbert Forbes Roy Brandt	Len Riley	Alice Abbott
WIBC..........	George Palmer Dick Noble	Luke Walton George Palmer	Jane Day Mary Carleton
WIRE..........	Dick Read Albert J. Beveridge, Jr.	Vic Lund Morris Hicks	Mrs. Rosalie Farrell
Muncie WLBC.........	....	D. A. Burton Gordon Graham	....

INDIANA—(Continued)

City and Call Letters	News Commentators	Sports Commentators	Home Economics Specialists
New Albany WGRC	Jack Donnell	Jack Robertson	Harriet Pripps
South Bend WFAM	Mitchell Morris	Joe Boland Jack Ledden	....
WSBT	Mitchell Morris	Joe Boland Jack Ledden	....
Terre Haute WBOW	Walter Burns	Luke Walton	Ruthmary Morton
Vincennes WAOV	Ross Garrigus	George Byers	....

IOWA

Cedar Rapids WMT	Douglas B. Grant	Bert Puckett	Libbie Vaughn Ann Hart
Davenport WOC	R. Frank G. W. Voss	J. Nel Reagan	Mary Louise Marshall
Des Moines KRNT	Glen Law Wayne Ackley	Gene Shumate Paul Miner	Gwen McCleary
KSO	Glen Law Wayne Ackley	Gene Shumate Paul Miner	Gwen McCleary
WHO	Jack Shelley Robert Burlingame Leonard Howe	Bill Brown	Helen Watts Schrieber
Dubuque WKBB	L. Vaugh Gayman	James D. Carpenter	Sister Mary St. Clara, B.V.M.
Mason City KGLO	Henry B. Hook James W. Wood Wade Patterson	James W. Woods	....
Shenandoah KFNF	Howard Carlson William E. MacDonald	Pate Simmons	....
KMA	Frank Jaffee Ralph Childs	Bill Warner	Jessie Young Leanna Driftmier
Sioux City KSCJ	Merrill Mulready Ron W. Rawson	Walin Hatter	....
KTRI	Rudy Topinka	Gordon Horner	Maxine Dierking

KANSAS

Atchison KVAK	....	Paul Roscoe	Kathreen McKee
Coffeyville KGGF	....	Dick Campbell	Mrs. William A. Goldsmith
Dodge City KGNO	J. A. Allen	J. A. Allen	....
Great Bend KVGB	Dave Wilson Bob Wells Roy Fruit	Dave Wilson	L. Sherwood
Kansas City KCKN	Olaf Soward	Ralph Nelson	Florence Bahr
Lawrence WREN	Millard Ireland Edwin Browne	....	....
Pittsburg KOAM	Bruce Robertson Lew Martin	Bob Gadberry Bruce Robertson	....
Salina KSAL	Sidney B. Tremble Don Brice Luther Broiles	Stuart Dunbar	Virginia Trice
Topeka WIBW	Joe Nickell Hilton Hodges Elmer Curtis	Hilton Hodges E. C. Quigley	....
Wichita KFH	Graeme Fletcher	Larry Stanley	Elinore Wiley

KENTUCKY

Ashland WCMI	Russell Hirsch Dick Westerkamp	Jean Gentry	Louise Baird
Lexington WLAP	Tom Downing Ed Willis	Ed Ashford	Lora Standish Crandall
Louisville WAVE	Harry Lukins H. B. Blackwell	Don Hill	....
WHAS	Dick Fischer William P. Bryan Howard Dorsey	George Walsh	....
Owensboro WOMI	Bob Hobgood Malcom Greep Lee Meredith	LeRoy Woodward	Mrs. Thomas Sanders
Paducah WPAD	....	Pierce E. Lackey	....

LOUISIANA

City and Call Letters	News Commentators	Sports Commentators	Home Economics Specialists
Baton Rouge WJBO	....	Robert Scearce	Mary de Vane Whately
Lafayette KVOL	....	Robert A. Escudier	....
Monroe KMLB	....	Don Breitenmoser	Melba Henry
New Orleans WDSU	Walter Williams	John Bartlett	....
WNOE	....	Hubert Grant	....
WSMB	Harry Arthur Bill Brengel	Bill Brengel	....
WWL	Henry Dupre Cleveland Kirby Al Godwin	Henry Dupre Al Godwin	Mrs. Clarke Salmen
Shreveport KRMD	Van Patrick	Van Patrick	Elizabeth Alford
KTBS	....	Jerry Bozeman	....
KWKH	....	Jerry Bozeman	....

MAINE

Augusta WRDO	....	....	Sandra Lee
Bangor WABI	John Moran B. M. Harvey Maurice Dolbier	John Moran J. Brooks Powers	Evelyn Eaton Margaret Matson
Portland WCSH	....	Milan O. Welch	....
WGAN	....	Worthen Cornish Austin Goodwin	
Presque Isle WAGM	Irving Gammon R. T. Patten	Sidney Cook	Helen B. Dillon

MARYLAND

Baltimore WBAL	Alexander Gifford Tom Dane Paul Girard	Walter Linthicum Bill Herson	Mary Landis
WBCM	....	Lee Davis	....
WCAO	....	Don Riley	Betty McCall
WFBR	Robert S. Hurleigh Raymond Tompkins	C. Nelson Baker	Martha Ross Temple
Cumberland WTBO	....	Sam Cozad	....
Frederick WFMD	Ian MacFarlane	Robert L. Longstreet	Robert L. Longstreet
Hagerstown WJEJ	....	William Paulsgrove	Mary Jane Kline Beatrice Phillips
Salisbury WSAL	Wm. Frazier Russell, Jr.	Deane S. Long	Jane Allen

MASSACHUSETTS

Boston WAAB	Nelson Churchill	Frank Ryan	....
WBZ	Harry D. Goodwin Charles J. Gilchrist Robert B. Evans	Robert B. Evans	Mildred W. Carlson Mary Ellen Brown
WCOP	....	....	Inez Kenney
WEEI	W. Howell Cullinan Neil A. Wallace Lewis Sargent	Jay Wesley	O. P. Stearns
WNAC	Fred Lang	Jack Stevens Eddie Casey	Gretchen McMullen Majorie Mills
Fall River WSAR	Jack Fitzgibbons	....	....
Greenfield WHAI	John W. Haigis, Jr.	Ken Houseman	....
Lowell WLLH	....	Ernie Le Branche	....
New Bedford WNBH	Nathan Malchman	....	Ada Mabel Garvin
Springfield WBZA	Harry D. Goodwin Charles J. Gilchrest Robert B. Evans	Robert B. Evans	Mildred W. Carlson Mary Ellen Brown
WMAS	....	Bob Jones Bob Feldman	Victoria Holmes
WSPR	....	Edward M. Kennedy	Mildred Brunelle Joan Carroll
Worcester WORC	....	George Cairns	Russell Brooks
WTAG	....	Hollis Wright	Jane Woodhouse

MICHIGAN

Bay City WBCM	Russ Lyon	Jack Parker	Lou Sherry
Calumet WHDF	Merrill F. Trapp Albert W. Payne Earl Nordine	Merrill F. Trapp	Lucille Dimmer

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MICHIGAN—(Continued)

City and Call Letters	News Commentators	Sports Commentators	Home Economics Specialists
Detroit WJBK	W. J. Jory Charles Sterritt	Al Nagler	Betty Roberts
WMBC	Hal Repaid John Marshall Jim Irwin	Jack Kelley Tod Rockwell	....
WWJ	Austin Grant	Paul Williams Ty Tyson	Dorothy Spicer
WXYZ	Harold True Harry Golder	Harry Heilman Bud Shaver Carl Gensel	....
Flint WFDF	....	Irving Chandler	....
Grand Rapids WOOD-WASH	Robert E. Tillmanns Myron Wallace	Robert H. Smith	....
Ironwood WJMS	Dick Hasbrook	Dick Hasbrook	Rose Isaac
Kalamazoo WKZO	....	Herbert Lascelles	Patty Criswell
Lansing WJIM	Howard K. Finch	Howard K. Finch	Judith Holiday
Muskegon WKBZ	....	Hilliard Gudelsky	Elsie Buttrick
Royal Oak WEXL	....	Porter L. Bourne	....

MINNESOTA

City and Call Letters	News Commentators	Sports Commentators	Home Economics Specialists
Albert Lea KATE	....	Sherman Booen	Arabella B. Cotton
Duluth KDAL	Ellis Harris Myron J. Bennett	Ellis Harris	....
WEBC	Hal Byers Ben Leighton	George Flowers Greg O'Brien	Bettina Hirschboeck
Fergus Falls KGDE	Harry Sedgwick	....	Sally Mitchell
Mankato KYSM	Eugene T. Newhall	....	....
Minneapolis-St. Paul KSTP	Val Bjornson	Halsey Hall	Bee Baxter
WCCO	Cedric Adams Ed Abbott Bob Campbell	Rollie Johnson Eddie Gallaher	Florence Lehmann
WDGY	....	....	Jeanne Kimball
WMIN	Dick Enroth	Dick Enroth	Jean Craswell
WTCN	Bennett Orfield	George Higgins	Ann Ginn Arleath Haerble
Moorhead KVOX	Manny Marget	Manny Marget	....
Rochester KROC	....	Walter Bruzek Butch Morgenson Allen Embury	Majorie Hope
St. Cloud KFAM	Gilbert Schoener Carl Henneman Clifford Sakry	Pat Halloran Chester Wright	Wilhemina Schindler
Virginia WHLB	Hale Byers Ben Leighton	Wayne Byers	Betty Adams
Winona KWNO	....	Ryan Halloren	Ruth Heggin

MISSISSIPPI

City and Call Letters	News Commentators	Sports Commentators	Home Economics Specialists
Greenwood WGRM	....	Bob Upshur	Mrs. Emma Alexandera
Greenville WJPR	....	Bert Ferguson	....
Gulfport WGCM	....	Charles Saunders	....
Hattiesburg WFOR	Cecil Rogers	Les Carmichael	Betty Bayne
Jackson WJDX	....	Joe Paget	....
WSLI	....	H. W. Sparks	....
McComb WSKB	Rodney Kelley	Jack Sanders	Virginia Bunch
Vicksburg WQBC	....	Jeff Hester	....

MISSOURI

City and Call Letters	News Commentators	Sports Commentators	Home Economics Specialists
Columbia KFRU	Guy W. Lowe	George Guyan	Frances Wayne Allen Betty Ann Brang
Joplin WMBH	Robert Grey	J. Charles McIntire	Ann Carroll
Kansas City KCMO	John Cameron Swayze Lowell Laurence Wess Carr	Parke Carroll	Anne Hayes
KITE	Frank Dent	Gene Wyatt	Betty Paige
KMBC	Erle Smith John Farmer	Walt Lochman	Beulah Karney
WDAF	....	Fred Weingarth C. E. McBride	....
WHB	Bob Caldwell Gene Crum	Ernest Whitney	....
Poplar Bluff KWOC	Bill Bates Bob Mabrey	Bill Bates Bob Mabrey	Lola Sechrest
St. Louis KMOX	Harry W. Flannery Josephine Halpin	France Laux Cy Casper Charlie Grimm	Catherine Snodgrass
KSD	....	Frank Eschen J. Roy Stockton	....
KWK	Ray E. Dady	....	Helen Adams
KXOK	Bruce Barrington	Alex Buchan Bob Lyle	Rose Claire
WEW	Arthur Jones	Herbert MacCready	Marion Reynolds
WIL	....	Neil Norman Bill Durney	Thelma Crosnoe
Springfield KGBX	Lane Davis Fred McGhee Jack Wann Tom Kelly	Tom Kelly Bill Ring	....
KWTO	Lane Davis Fred McGhee Jack Wann Tom Kelly	Tom Kelly Bill Ring	....

MONTANA

City and Call Letters	News Commentators	Sports Commentators	Home Economics Specialists
Billings KGHL	....	Ed Cooney Bob Kunkel	Maureen Muldowney
Great Falls KFBB	Phil Allen Rolf Erickson John Alexander	Bill Tredway Ed Wilson	....
Kalispell KGEZ	Don Treloar	Don Treloar	Grace Tubbs
Missoula KGVO	Glenn Marston	Nick Mariana	Dagmar Ann Weston
Wolf Point KGCX	....	Bob Lowrie	Isabel Tilton

NEBRASKA

City and Call Letters	News Commentators	Sports Commentators	Home Economics Specialists
Grand Island KMMJ	George Kister	....	....
Kearney KGFW	....	Howard Baxter	June Lee
Lincoln KFAB	Ed Letson	....	Jane Tucker
KFOR	Ed Letson	....	Jane Tucker
Norfolk WJAG	Art Thomas	Gene Carrigan	....
Omaha KOIL	Bud Thorpe	Harry Johnson	Belle West
KOWH	Orville Weimer Bert Smith	Ronnie Ashburn	....
WOW	Foster May	Ralph Wagner	....

NEVADA

City and Call Letters	News Commentators	Sports Commentators	Home Economics Specialists
Reno KOH	Wallie Warren Merrill Inch	Merrill Inch	....

NEW HAMPSHIRE

City and Call Letters	News Commentators	Sports Commentators	Home Economics Specialists
Keene WKNE	Ozzie Wade Nick Carter	Ozzie Wade	Harriet Lyke
Manchester WFEA	Stephen J. Burke	....	....
Portsmouth WHEB	Agnes Ryan Chester E. Merrow Frederick Olsen	Jack Hanlon Bill Stearns	Arbie Coty

NEW JERSEY

City and Call Letters	News Commentators	Sports Commentators	Home Economics Specialists
Asbury Park			
WCAP	A. Douglas Bedell David Morrow George Levy	Herbert Kamm Rupert Hill	Carolyn Warden
Bridgeton			
WSNJ	Vernon Pepper	Jerry Alden Mac McGuire	Mary Brown
Camden			
WCAM	....	Bud Sparks Wm. Markward	....
Jersey City			
WAAT	Val Frank	Jackie Farrell	Mary Mitchell
WHOM	I. Lutsky Peter Yolles	....	....
Red Bank			
WBRB	....	Joe Bennett Bill Bowes William Lybarger	Mrs. K. Dietz Louise Powers
Trenton			
WTNJ	....	Lou Lautner Joe Kovacs	Marion Marshall

NEW MEXICO

City and Call Letters	News Commentators	Sports Commentators	Home Economics Specialists
Albuquerque			
KGGM	....	Ed Janney	....
KOB	J. C. MacGregor	Joe Wynn	Mary McConnell
Clovis			
KICA	Paul Cochran	Langdon Skarda Charles C. Alsup	....

NEW YORK

City and Call Letters	News Commentators	Sports Commentators	Home Economics Specialists
Albany			
WABY	....	Gren Radn Sherb Herrick	Betty Adams
WOKO	Forrest L. Willis	Gren Radn Sherb Herrick	Eleanor Walter
Auburn			
WMBO	....	Winifred Buuck	Dorothy Bolin
Brooklyn			
WARD	....	Frank Small	....
WCNW	Maurice Dricer	Chris St. James Gene O'Callahan	....
WLTH	....	Jocko Maxwell	....
WVFW	....	Bernie Bloom	....

NEW YORK—(Continued)

City and Call Letters	News Commentators	Sports Commentators	Home Economics Specialists
Buffalo			
WBEN	....	Jim Britt Jim Wells	Sally Work Cosette Merrill
WEBR	Cy King	Bob Kliment	Ruth Paige
WBNY	....	Floyd Keesee	....
Elmira			
WENY	Ward Fenton	Bill Pope	....
WESG	Glenn Williams	Bill Pope Woodrow Ott	....
Freeport			
WGBB	J. E. Frogge E. Adamson	Bob Smith	....
Jamestown			
WJTN	Thomas McKee	George Callison	Marianne Jones
Kingston			
WKNY	Ezra McIntosh	....	....
Newburg			
WGNY	William Snow William Jenkins	William Snow	Alma Forrest
New York			
WEAF	H. R. Baukhage John B. Kennedy Earl Godwin Lowell Thomas Don Goddard Edwin C. Hill Graham McNamee George Hicks John Gunther Gabriel Heatter	Bill Stern Clem McCarthy Jack Miley	Richard Kent Mrs. Marguerite Mahoney Julia Bourne Elizabeth Thompson Wylie Callie Smith
WEVD	Bryce Oliver Charles Yale Harrison	....	....
WHN	George Hamilton Combs, Jr.	Dick Fishell Bert Lee	C. Houston Goudiss Polly Martin
WINS	B. S. Bercovici Albert Grobe	Don Dunphy Bill Harding	....
WJZ	H. R. Baukhage John B. Kennedy Earl Godwin Lowell Thomas Don Goddard Edwin C. Hill Graham McNamee George Hicks John Gunther Gabriel Heatter	Bill Stern Clem McCarthy Jack Miley	Richard Kent Mrs. Marguerite Mahoney Julia Bourne Elizabeth Thompson Wylie Callie Smith
WMCA	Johannes Steel Eugene Lyons	Bob Carter	Allie Lowe Mills
WNEW	Richard Brooks	....	....
WOR	Helen Bond	Al Helfert Stan Lomax	Martha Deane
WOV	....	Tom Spadaro	....
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WSAY	Frank Silva	Marion Karasick	
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Syracuse WSYR	E. R. Vadeboncoeur Wm. V. Rothrum	E. N. Stemmler William V. Rothrum	Ruth Chilton Mary Merriman
White Plains WFAS		John Dillon	Betty Patterson

NORTH CAROLINA

City and Call Letters	News Commentators	Sports Commentators	Home Economics Specialists
Asheville WWNC		Bob Bingham Steve Douglas	Norine Lowe
Charlotte WBT	William Winter	Russell Hodges Lee Kirby	Mary Devant
WSOC	George Brengel	Bomar Lawrence Paul Norris	
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Winston-Salem WAIR		Joe Novenson	Lynn Davies
WSJS	John Ravenel	John Miller	Frances Marcum Mrs. Browning

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Bismark KFYR		Fay Brown	
Devils Lake KDLR	Bert Wick	Donald Donahue	Hildur Marie Wick
Fargo WDAY		Don Elder	Margaret Foss
Jamestown KRMC		Tom Farley	Mrs. Anderson
Minot KLPM		Floyd L. Wynne	Mary Ross
Valley City KOVC		Bob Ingstad William L. Wallace	Virginia Martin

OHIO

City and Call Letters	News Commentators	Sports Commentators	Home Economics Specialists
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WCPO	Tom McCarthy Tim Elliot	Harry Hartman Red Thornburgh	Jane Ellen Eastey
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Cleveland WCLE	Lee Otis	Jack Graney Pinkey Hunter Guy Wallace	Eleanor Hanson Florence La Ganke
WGAR	Carl George Maurice Condon Wayne Mack	Bob Kelley Ellis Vander Pyle	Ruth Merriam Wells
WHK	Lee Otis	Jack Graney Pinkey Hunter Guy Wallace	Florence La Ganke
WTAM	Bob Dailey Albert Orrick	Tom Manning	Jane Weaver
Columbus WBNS		Johnnie Neblett	Fern Sharp
WCOL	David Penn William Wallace	Charles Warren	
WHKC	Robert S. French	Budd Sweeney	Mildred Warner
Dayton WHIO	Richard Rol' Richard Cull	Si Burick	
WING	John Sarber	William Hamilton	Mary Lou Case
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WTOL	Ralph Sisson	Robert Ingham	Ruth Landwehr Betty Morgan
Youngstown WKBN	Anthony Ross J. L. Bowden	Don Gardner	G. Davidson
WFMJ		Frank B. Ward	
Zanesville WHIZ			Mary Branas

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City and Call Letters	News Commentators	Sports Commentators	Home Economics Specialists
Ada			
KADA	....	....	Ellen Trottman
Elk City			
KASA	Johnny Carman	Tiny Mayhew	Betty Adams
Enid			
KCRC	....	Dale Simpson	....
Oklahoma City			
KOCY	Ted Andrews	....	....
KOMA	Stuart Dean	Bob Duren	Catherine Cunningham
KTOK	....	Dick Johnson	Flora Luper
WKY	Ben Bezoff	John C. Shafer	Mrs. Mart Adams
Okmulgee			
KHBG	....	Fred Gaye	....
Ponca City			
WBBZ	Carl Mack	Carl Mack	....
Shawnee			
KGFF	Weldon Stamps Frank Jackson	Charles Cassidy Wilson Parker	....
Tulsa			
KOME	Bob Long	Bob Long	....
KTUL	Victor Rugh Catherine Carlyle	Eddie Lyon	....
KVOO	Ken Miller	Tom Dailey	Dorothy McCune

OREGON

Astoria			
KAST	James C. Wallace Frank E. Marrion	....	....
Bend			
KBND	Chet Wheeler	Hal Byers	....
Eugene			
KORE	Jack McCarty Bob Henderson	Jack McCarty	Ann Chaney
Marshfield			
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KMED	....	Dave Rees	....
Portland			
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KGX	....	Rollie Truitt Bill Adams Bill Mock	Nancy Morris
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KWJJ	George Wilhelm Art Morey Eddie McElroy	Art Morey Sammy Taylor	Harriet Krause
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KRNR	Bill Thomas	Marshall Pengra	....

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Erie			
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Greensburg			
WHJB	J. Herbert Angell	Joe Jackson	....
Harrisburg			
WHP	George Cahan A. K. Redmond John Van Cronkhite	Nobe Frank Ed Gundaker	....
WKBO	C. G. Moss	Dave Bennett	....
Hazleton			
WAZL	James Pieser	Vic Diehm Don Murray	Kathryn Kohler
Johnstown			
WJAC	George O. Simon Ben Coll	Ray Scott	Millicent Clarke
Lancaster			
WGAL	John Greenburger	Dave Brandt John Metzger	Ruth Hergenrother
Philadelphia			
KYW	Kerby Cushing William Lang	Kerby Cushing	Betty Parker
WCAU	....	....	Laura May Stewart
WDAS	M. Leonard Matt Nathan B. Fleisher	Buzz Davis Lanse McCurley	Phyllis Foster
WIBG	....	Hal Tunis	Zella Drake Harper
WIP	....	Stoney McLinn	....
WPEN	John Corcoran Sanford Guyer Thomas B. Smith	Red Walsh Sandy Guyer	Mabel Love
WTEL	....	Doug Hibbs Dick Cauffman	....

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Pittsburgh			
KDKA	Don Hirsch	Jack Hollister Chet Smith	Evelyn Gardner Janet Ross
KQV	Lee Sellars Louis L. Kaufman	Johnny Boyer	Carolyn Curtis
WCAE	Norman Twigger Bob McKee	James F. Murray	Lillian Malone
WWSW	Raymond Schneider John Davis Ollie O'Toole	Joe Tucker	....
Scranton			
WGBI	....	Dave Griffiths	....
Sharon			
WPIC	John MacDonald	Tommy Gibbons Elliott Jones Johnny Pepe	Margaret James Ruth Jones
Sunbury			
WKOK	Reg Merridew	George Stahl	....
Uniontown			
WMBS	William Fields	Arnold Goldberg	Shirley Leiser
Wilkes-Barre			
WBAX	....	Harry Thomas	Suzanne Rankin
Williamsport			
WRAK	....	Sol Wolf Bill Bell Irving Berndt	....
York			
WORK	Wilbur Groff	Harold Miller	Wilhelmina Hollinger

RHODE ISLAND

Providence			
WEAN	Mowry Lowe	Denny Myers Mowry Lowe	....
WJAR	....	Arthur Markey	Mrs. Howard P. Wood
WPRO	....	Joe Fay	....

SOUTH CAROLINA

Anderson			
WAIM	James Waldrop	Jimmie Bulleit	....
Charleston			
WCSC	....	Phil Sutterfield	....
WTMA	....	....	Meredith Smith
Columbia			
WIS	Floyd D. Rogers, Jr. John Cauthen	Jim Young	....
Florence			
WOLS	Melvin Purvis R. O. Dorsey	R. O. Dorsey	Louise Outlaw
Greenville			
WFBC	Dan Crosland Charles Batson James Reid	Jimmie Thompson James Reid	Alice Wyman

SOUTH DAKOTA

Aberdeen			
KABR	....	Elmer A. Clark Ed Falk	Evelyn Hurlbert
Pierre			
KGFX	Ida A. McNeil James B. Hipple	James B. Hipple Lynn E. Oldaker	....
Rapid City			
KOBH	....	Al Arnold	....
Sioux Falls			
KELO	....	George Rohn	....
KSOO	....	George Rohn	....
Yankton			
WNAX	Ray Clark	Jack Chase	....

TENNESSEE

Bristol			
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Chattanooga			
WDOD	....	Chuck Simpson	....
Jackson			
WTJS	Horace Coyne Bill Winsett	Jack Denman Horace Coyne	Mrs. L. C. Merwin
Knoxville			
WNOX	Tys Terwey Mason Dixon	Joe Epstein Lowell Blanchard Mason Dixon Tys Terwey	Frances George
Memphis			
WHBQ	....	Bob Alburty	Majorie Carr
WMC	Herbert Harper W. C. Teague	Bill Terry, Jr. Bob Pigue Walter Stewart	Olivia Browne Julia Ries
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KGNC	Wesley Izzard Dick Martin	...	...
Austin KNOW	Roger W. Busfield	Lester Scott	...
Beaumont KFDM	Leon Taylor	Len Finger	...
KRIC	...	Tiny Scurlock	Ruth Garrison
Brady KNEL	J. C. Rothwell	Pearly Samuelson	Frances Roberts
Brownsville KGFI	Jack McLaughan	Leo T. Albritton	Mrs. E. J. Otto
Dallas KRLD	Meador Lowry Royce Colon Fritz Kuler	...	...
WFAA	Dan Riss	Hal Thompson Bill Karn Dan Riss	Barbara Brent
WRR	Hal Smith	Hal Smith	...
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El Paso KTSM	...	Frank Junell	...
Fort Worth KFJZ	Russ Lamb Zack Hurt	...	...
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WBAP	Pressley Bryant	W. C. Sherman	...
Houston KPRC	Jack McGrew Brice Dickson	Roland Schweer	...
KTRH	Harry V. Grier	R. S. Freeman	...
Kilgore KOCA	Fred Kincaid Orvin Franklin	Orvin Franklin Fred Kincaid	...
Laredo KPAB	Fred Hammond Joe Koegler	Willie Vela Joe Koegler	Jean Adams
Lubbock KFYO	...	R. B. McAlister DeWitt Landis Wesley Youngblood	Ruby Lea Leary
Midland KRLH	...	Ernest Helm	...
Palestine KNET	...	John Sullivan	...
Paris KPLT	...	Henry Moore	Mrs. Albert Wilson
Pampa KPDN	Tex Deweese	...	...
Pecos KIUN	...	Jack Hawkins	Josephine Bryan
Port Arthur KPAC	Ed Ranqueta	Gabbert Stephens C. H. Rhodes	...
San Angelo KGKL	...	Blondy Cross	...
San Antonio KABC	...	Dave Young	Gail Northe
KTSA	Charles C. Shaw	...	...
WOAI	Corwin Riddell Layman Cameron	Pat Flaherty	Leona Bender
Sweetwater KXOX	Russell Bennitt	Bill Hilburn	...
Temple KTEM	...	Burton Bishop	...
Texarkana KCMC	John H. Trigg James McClain	Zack Hurt Thomas Dillahunty	...
Tyler KGKB	...	Jack Kretsinger M. E. Danbom	...
Vernon KVWC	R. H. Nichols W. D. Dixon	...	...
Victoria KVIC	...	Richard Harn	...
Waco WACO	Jack Thomas	Jinks Tucker	...
Weslaco KRGV	Brad Smith Tom Browne Ty Cobb	Knapper Davis	Marian Dancy
Wichita KWFT	Edward Evans Dr. A. F. Edwards	Bill Thompson	Mary-Ann Bacus

UTAH

City and Call Letters	News Commentators	Sports Commentators	Home Economics Specialists
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Salt Lake City KDYL	...	David N. Simmons	Jerry Lane
KSL	...	Thomas A. Axelsen Avrom Sandack	...
KUTA	...	Bill Sears Bob Hanson	Bunty Fabian

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St. Albans WQDM	...	Ed Anderson Carl Kettles	Ann Parker
Waterbury WDEV	Bill Ricker	Jake Deal	Mrs. Minott Miss Gilbert

VIRGINIA

City and Call Letters	News Commentators	Sports Commentators	Home Economics Specialists
Charlottesville WCHV	George B. Russell Alden Aaroe Joe Handlan	Joe Handlan Charlie Piedra	Jane Brooks
Danville WBTM	...	Sam Lawder	...
Fredericksburg WFVA	Dr. Robert F. Caverlee	Dr. Robert F. Caverlee	Mrs. Eleanor Benson
Lynchburg WLVA	Eric F. Lund	Samuel W. Lawder Glenn E. Jackson	...
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Norfolk WTAR	Winder R. Harris	Blair Eubanks	Mrs. Delavan Cowles
Richmond WMBG	...	Jack Hooper	...
WRNL	Joe Strauss	Joe Strauss Meb Davis Dick Whitney	...
WRTD	Robert Ehrman	Hugh Carlisle	...
Roanoke WDBJ	...	Bob Youse	...

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City and Call Letters	News Commentators	Sports Commentators	Home Economics Specialists
Aberdeen KXRO	Ben K. Weatherwax A. W. Lindsay	Ben K. Weatherwax W. M. McGoffin	Gladys Bailey
Centralia KELA	C. Paul Corbin	C. Paul Corbin	Kay Baker
Everett KRKO	B. M. Patten	...	P. A. Mudgett
Longview KWLK	...	Lyle D. Stilwell	...
Olympia KGY	...	Don White	...
Seattle KIRO	Peter Mertens Carroll Foster	Maury Rider	Helen Malloy
KOL	...	Bob Odman	Mary Dickinson
KRSC	...	Ted Bell	...
Spokane KFIO	Dick Ross	...	Ruby Rand
KFPY	...	...	Joan Schafer Margurite Hood
KGA	Kenneth Hutcheson	Pat Hayes	Thelma Halling
KHQ	Kenneth Hutcheson	Pat Hayes	Thelma Halling
Tacoma KMO	Larry Museby Max Bice	Jerry Geehan Larry Huseby	Mary Terry
Vancouver KVAN	Marion Sexton	Dale Denny	Mrs. Ethel Bennett DeBoo
Walla Walla KUJ	...	Richard Clodius	Mrs. Esther Carter

WEST VIRGINIA

City and Call Letters	News Commentators	Sports Commentators	Home Economics Specialists
Beckley WJLS	George Dale	Barnes H. Nash	Kathryn Riddick
Bluefield WHIS	Louis Douthat	J. Lindsey Alley J. V. Pryor	...
Charleston WCHS	Marvin Cade Flem Evans George Gow	Joe Herget Leon May	Maude Ryan
WGKV	...	Carl Kent	...

WEST VIRGINIA—(Continued)

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Fairmont WMMN	Fred Shaffmaster Joe Glenn	Foxy Wolfe Bill Edwards	Ernestine Slater
Huntington WSAZ	Don Lyons Jack Sheldon Robert Drexler	Fred Burns	Shirley Martin
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Rice Lake WJMC	Conrad Rice	Conrad Rice	Mrs. L. P. Sherman
Wausau WSAU		J. W. Killeen	Lenore De Vries

ALASKA

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HAWAII

Honolulu KGMB	Bob Stanley	Webley Edwards Bob Stanley	
KGU			Jane Allen

PUERTO RICO

Mayaguez WPRA	Patricio R. Fermaintt	Patricio R. Fermaintt	
San Juan WNEL	Juan C. Vergne	Pedro Martino Bernabe Cabrera	Blanca A. de Rivero

ALBERTA

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CJCJ		Don MacKay	
Edmonton CFRN	D. Hill	G. Williamson	Winnifred Sutton
CJCA		Bob Fritz	

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Vancouver CJOR	Dick Diespecker Dorwin Baird	Leo Nicholson	Gladys Hodge
CKMO	R. H. Wright	Jack Short Hugh Wallace Ann Stott	Betty Lee Betty Wallace
CKWX		Reed Chapman	
Victoria CFCT	Clarence Carville	Duke McLeod Ed Farey	Margaret Shaw

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CKY	Carlyle Allison	Ed Armstrong Clem Shields	Mrs. Wilton Quinn

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St. John CHSJ			Maude Crisp Estey

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WDBO, Orlando—William G. McBride.
WSUN, St. Petersburg—Nina Harris.
WDAE, Tampa—J. F. Smiley.
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WRBL, Columbus—Jack Gibney.
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WTOC, Savannah—Grace Schley Knight.

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(As reported to January 1, 1940, by Services; see pages 86-94 for complete list of transcription producers)

ALABAMA

City	Station	Service
Anniston	WHMA	NBC, WBS
Dothan	WAGF	DS
Birmingham	WBRC	DS, SR
"	WSGN	DS, LW, NBC
Gadsden	WJBY	NBC
Huntsville	WBHP	NBC
Mobile	WALA	NBC
"	WMOB	WBS
Montgomery	WCOV	SR
"	WSFA	NBC
Selma	WHBB	AMP

ARIZONA

Jerome	KCRJ	DS
Phoenix	KOY	LW, WBS
"	KTAR	MG, NBC, SR
Safford	KGLU	MG, SR
Tucson	KTUC	LW
"	KVOA	NBC
Yuma	KYUM	MG, NBC

ARKANSAS

El Dorado	KELD	WBS
Fort Smith	KFPW	NBC, SR
Hot Springs	KTHS	DS
Jonesboro	KBTM	SR
Little Rock	KARK	DS, WBS
" "	KGHI	SR
" "	KLRA	NBC
Pine Bluff	KOTN	MG
Siloam Springs	KUOA	*LW, WBS

CALIFORNIA

Bakersfield	KERN	SR
"	KPMC	MG, WBS
Chico	KHSL	MG
El Centro	KXO	DS
Eureka	KIEM	*LW, MG, WBS
Fresno	KARM	SR
"	KMJ	NBC
Long Beach	KFOX	SR
" "	KGER	SR, WBS
Los Angeles	KECA	DS, SR
" "	KFAC	DS
" "	KFI	DS, SR
" "	KFVD	DS, *LW
" "	KFWB	AMP
" "	KGFJ	AMP, SR
" "	KHJ	WBS
" "	KMPC	DS, MG, NBC
" "	KMTR	DS
" "	KNX	AMP
Merced	KYOS	MG
Monterey	KDON	NBC
Oakland	KLX	WBS
"	KROW	SR
Redding	KVCV	MG
Sacramento	KFBK	NBC
"	KROY	SR
San Bernardino	KFXM	DS, MG, SR
San Diego	KFSD	NBC
" "	KGB	WBS
San Francisco	KFRC	WBS
" "	KGO	DS, NBC
" "	KJBS	DS, *LW, SR
" "	KPO	DS, NBC
" "	KSAN	MG
" "	KSFO	*LW, SR
" "	KYA	AMP
San Jose	KQW	NBC, SR
San Luis Obispo	KVEC	SR
Santa Ana	KVOE	MG
Santa Barbara	KDB	WBS
" "	KTMS	NBC, SR
Santa Rosa	KSRO	WBS
Stockton	KGDM	WBS
"	KWG	SR
Visalia	KTKC	*LW, NBC, SR
Watsonville	KHUB	WBS

COLORADO

Alamosa	KGIW	SR
Colorado Springs	KVOR	LW, MG, NBC, SR
Denver	KVOD	AMP, DS
"	KFEL	DS, *LW, SR, WBS
"	KLZ	AMP
"	KOA	NBC
Durango	KIUP	DS
Grand Junction	KFXJ	MG, WBS
Greeley	KFKA	LW
La Junta	KOKO	SR
Pueblo	KGHF	MG, WBS

CONNECTICUT

City	Station	Service
Bridgeport	WICC	AMP, DS
Hartford	WDRC	DS
"	WTHT	SR
"	WTIC	DS, *LW, WBS
New Britain	WNBC	AMP
New Haven	WELI	WBS
Waterbury	WATR	SR
"	WBRY	NBC

DELAWARE

Wilmington	WDEL	LW
"	WILM	NBC

DISTRICT OF COLUMBIA

Washington	WJSV	WBS
"	WMAL	*LW, NBC
"	WOL	AMP, DS, LW
"	WRC	*LW, NBC

FLORIDA

Daytona Beach	WMFJ	AMP, LW
Fort Lauderdale	WFTL	AMP, SR
Gainesville	WRUF	*LW, WBS
Jacksonville	WJAX	NBC
Lakeland	WLAK	DS
Miami	WIOD	AMP, NBC
"	WQAM	*LW, WBS
Miami Beach	WKAT	AMP
Ocala	WTMC	NBC
Orlando	WDBO	WBS
Pensacola	WCOA	SR
St. Augustine	WFOY	SR
St. Petersburg	WSUN	AMP
" "	WTSP	WBS
Sarasota	WSPB	SR
Tallahassee	WTAL	DS, *LW
Tampa	WDAE	DS, SR
"	WFLA	NBC
West Palm Beach	WJNO	WBS

GEORGIA

Albany	WGPC	LW, WBS
Athens	WGAU	SR
Atlanta	WAGA	NBC
"	WATL	LW, WBS
"	WGST	SR
"	WSB	*LW, NBC
Augusta	WRDW	WBS
Columbus	WRBL	DS, LW, WBS
Griffin	WKEU	MG
Macon	WMAZ	DS, *LW, WBS
Moultrie	WMGA	NBC
Savannah	WTOC	DS, LW, WBS
Waycross	WAYX	WBS

IDAHO

Boise	KIDO	MG, WBS
Idaho Falls	KID	SR
Lewiston	KRLC	LW, MG, WBS
Nampa	KFXD	DS, *LW, MG, NBC
Pocatello	KSEI	DS, LW, MG
Twin Falls	KTFI	LW, MG
Wallace	KWAL	NBC, SR

ILLINOIS

Aurora	WMRO	NBC, SR
Bloomington	WJBC	DS, LW, SR
Champaign	WDWS	AMP
Chicago	WAAF	AMP, *LW
"	WBBM	AMP
"	WCBD	DS
"	WCFL	SR
"	WCRW	DS
"	WEDC	DS
"	WENR	NBC
"	WGES	DS
"	WGN	WBS
"	WJJD	SR
"	WLS	DS, *LW
"	WMAQ	NBC
"	WSBC	AMP, DS
Danville	WDAN	WBS
Decatur	WSOY	SR, WBS
East St. Louis	WTMV	NBC
Galesburg	WGIL	DS, SR
Joliet	WCLS	DS, MG, SR
Peoria	WMBD	AMP
Quincy	WTAD	WBS
Rockford	WROK	NBC, SR
Rock Island	WHBF	MG
Springfield	WCBS	WBS
"	WTAX	AMP
Tuscola	WDZ	DS, SR
Urbana	WILL	LW

INDIANA

City	Station	Service
Anderson	WHBU	AMP, DS, NBC, SR
Elkhart	WTRC	SR, WBS
Evansville	WEOA	WBS
"	WGBF	WBS
Fort Wayne	WGL	NBC
" "	WOWO	NBC
Gary	WIND	DS
Hammond	WWAE	DS
Indianapolis	WFBM	AMP, SR
"	WIBC	NBC
"	WIRE	SR, WBS
Muncie	WLBC	WBS
New Albany	WGRC	AMP, DS
Richmond	WKBV	DS, LW
South Bend	WFAM	AMP, DS, SR
" "	WSBT	AMP, DS, SR
Terre Haute	WBOW	LW, SR
West Lafayette	WBAA	LW

IOWA

Cedar Rapids	WMT	DS, WBS
Davenport	WOC	AMP, WBS
Des Moines	KRNT	DS, SR
" "	KSO	DS, SR
" "	WHO	*LW, NBC
Dubuque	WKBB	AMP
Fort Dodge	KVFD	SR
Marshalltown	KFJB	MG
Mason City	KGLO	*LW, NBC
Shenandoah	KFNF	DS, SR
"	KMA	WBS
Sioux City	KSCJ	DS, MG
" "	KTRI	AMP, SR

KANSAS

Atchison	KVAK	DS, SR
Coffeyville	KGGF	DS, NBC
Dodge City	KGNO	DS, SR
Emporia	KTSW	MG, SR
Garden City	KIUL	DS
Great Bend	KVGB	DS, MG, NBC
Hutchinson	KWBG	DS, SR, WBS
Kansas City	KCKN	DS, *LW, SR
Lawrence	WREN	NBC
Pittsburg	KOAM	DS, MG
Salina	KSAL	LW, NBC, SR
Topeka	WIBW	DS, *LW, SR
Wichita	KFBI	DS, SR, WBS
"	KFH	AMP
"	KANS	NBC, SR

KENTUCKY

Alexandria	KALB	DS
Ashland	WCMI	DS, SR
Hopkinsville	WHOP	WBS
Lexington	WLAP	DS, WBS
Louisville	WAVE	NBC, SR
"	WHAS	AMP, DS, *LW
Owensboro	WOMI	NBC
Paducah	WPAD	MG, WBS

LOUISIANA

Alexandria	KALB	*LW, SR
Baton Rouge	WJBO	WBS
Lafayette	KVOL	SR
Lake Charles	KPLC	SR
Monroe	KMLB	DS, LW, NBC, SR
New Orleans	WDSU	MG
" "	WJBW	DS
" "	WNOE	SR
" "	WSMB	DS
" "	WWL	DS, SR
Shreveport	KRMD	SR
"	KTBS	DS, NBC
"	KWKH	DS, WBS

MAINE

Augusta	WRDO	DS, LW
Bangor	WABI	MG
"	WLBZ	DS, WBS
Lewiston	WCOU	SR
Portland	WCSH	NBC
"	WGAN	AMP

MARYLAND

Baltimore	WBAL	LW, WBS
"	WCBM	DS, *LW
"	WFBR	AMP
Cumberland	WTBO	NBC, WBS
Frederick	WFMD	WBS
Hagerstown	WJEJ	DS, SR
Salisbury	WSAL	SR, *LW

MASSACHUSETTS

City	Station	Service
Boston	WAAB	AMP, DS, *LW
"	WBZ	NBC
"	WCOP	WBS
"	WEEI	WBS
"	WHDH	DS, LW, MG, SR
"	WMEX	DS, *LW
"	WNAC	AMP
"	WORL	SR
Fall River	WSAR	LW, SR
Greenfield	WHAI	NBC
Lawrence	WLAW	DS, NBC, SR
Lowell	WLLH	AMP, LW
New Bedford	WNBH	NBC, SR
Pittsfield	WBRK	SR
Salem	WESX	AMP
Springfield	WBZA	NBC
"	WMAS	AMP, LW
"	WSPR	SR
Worcester	WORC	NBC
"	WTAG	DS, LW, WBS

MICHIGAN

Battle Creek	WELL	SR
Bay City	WBCM	NBC
Calumet	WHDF	LW, WBS
Detroit	WJBK	AMP, SR
"	WJR	DS, SR, WBS
"	WMBC	LW, SR
"	WWJ	DS, *LW
"	WXYZ	AMP, NBC, SR
Flint	WFDF	NBC
Grand Rapids	WOOD-WASH	AMP
Ironwood	WJMS	AMP
Jackson	WIBM	SR
Kalamazoo	WKZO	NBC
Lansing	WJIM	NBC
"	WKAR	LW
Marquette	WDMJ	WBS
Muskegon	WKBZ	DS, *LW, NBC
Pontiac	WCAR	NBC
Port Huron	WHBL	SR

MINNESOTA

Albert Lea	KATE	MG, SR, WBS
Duluth	KDAL	DS, LW
"	WEBC	NBC
Fergus Falls	KGDE	DS
Mankato	KYSM	DS, NBC
Minneapolis-St. Paul	KSTP	DS, NBC, SR, WBS
" "	WDGY	SR
" "	WMIN	AMP, SR
" "	WTCN	AMP, SR
Moorhead	KVOX	WBS
Rochester	KROC	AMP, WBS
St. Cloud	KFAM	SR
Winona	KWNO	NBC, SR

MISSISSIPPI

Greenwood	WGRM	MG
Greenville	WJPR	AMP
Hattiesburg	WFOR	WBS
Jackson	WJDX	NBC
"	WSLI	SR
Laurel	WAML	WBS
McComb	WSKB	WBS
Vicksburg	WQBC	WBS

MISSOURI

Cape Girardeau	KFVS	LW, SR
Columbia	KFRU	NBC
Jefferson City	KWOS	SR, WBS
Joplin	WMBH	DS, NBC
Kansas City	KCMO	DS, LW
" "	KITE	DS, MG
" "	KMBC	DS, *LW, WBS
" "	WDAF	LW, SR
" "	WHB	AMP, DS
Poplar Bluff	KWOC	WBS
St. Josephs	KFEQ	NBC, SR
St. Louis	KMOX	AMP
" "	KSD	NBC
" "	KWK	WBS
" "	KXOK	AMP, SR
" "	WEW	DS, *LW
" "	WIL	MG, SR
Sedalia	KDRO	SR
Springfield	KGBX	DS, NBC, SR
"	KWTO	DS, NBC, SR

MONTANA

Billings	KGHL	NBC, SR
Bozeman	KRBM	DS, LW
Butte	KGIR	DS, *LW, MG
Great Falls	KFBB	DS, MG, SR
Helena	KPFA	DS, *LW
Missoula	KGVO	DS, *LW
Wolf Point	KGCX	DS, LW, WBS

Directory of
STATIONS SUBSCRIBING TO TRANSCRIPTION PROGRAM LIBRARIES

NEBRASKA

City	Station	Service
Fremont	KORN	SR
Grand Island	KMMJ	SR
Kearney	KGFW	SR
Lincoln	KFAB	WBS
"	KFOR	WBS
Norfolk	WJAG	LW
North Platte	KGNF	DS, LW, MG
Omaha	KOIL	WBS
"	KOWH	DS, SR
"	WOW	*LW, NBC
Scottsbluff	KGKY	NBC

NEVADA

City	Station	Service
Reno	KOH	WBS

NEW HAMPSHIRE

City	Station	Service
Keene	WKNE	AMP
Manchester	WFEA	MG, NBC
Portsmouth	WHEB	MG, SR

NEW JERSEY

City	Station	Service
Bridgeton	WSNJ	*LW, MG
Camden	WCAM	SR
Jersey City	WAAT	NBC, SR
" "	WHOM	*LW
Trenton	WTNJ	AMP, DS, *LW

NEW MEXICO

City	Station	Service
Albuquerque	KOB	MG, NBC
"	KGGM	WBS
Carlsbad	KLAH	DS, NBC
Clovis	KICA	MG, WBS
Gallup	KAWM	DS
Hobbs	KWEW	SR
Roswell	KGFL	DS, MG
Santa Fe	KRQD	DS
" "	KVSF	WBS

NEW YORK

City	Station	Service
Albany	WABY	AMP, LW
"	WOKO	AMP, *LW
Auburn	WMBO	SR
Brooklyn	WARD	DS
"	WCNW	DS
"	WVFW	DS
Buffalo	WBEN	DS, LW, NBC
"	WBNY	DS, *LW, SR
"	WEBR	NBC
"	WGR	AMP, WBS
"	WKBW	AMP, WBS
Elmira	WENY	NBC
"	WESG	WBS
Freeport	WGBB	NBC
Jamestown	WJTN	AMP, DS, MG
Kingston	WKNY	WBS
Newburgh	WGNY	AMP
New York	WABC	AMP
" "	WEAF	NBC
" "	WHN	AMP
" "	WINS	LW, WBS
" "	WJZ	NBC
" "	WMCA	NBC
" "	WNEW	AMP
" "	WOR	WBS
" "	WOV	LW
" "	WQXR	WBS
" "	WWRL	DS, *LW
Olean	WHDL	AMP, DS, NBC
Plattsburg	WMFF	DS, NBC
Rochester	WHAM	WBS
"	WHEC	AMP
Saranac Lake	WNBZ	NBC
Schenectady	WGY	NBC
Syracuse	WFBL	WBS
"	WSYR	AMP, DS, LW
Utica	WIBX	AMP, DS
White Plains	WFAS	LW, WBS

NORTH CAROLINA

City	Station	Service
Asheville	WISE	SR
"	WWNC	AMP, MG
Charlotte	WSOC	NBC
Durham	WDNC	SR
Elizabeth City	WCNC	WBS
Gastonia	WGNC	SR
Goldsboro	WGBR	NBC
Greensboro	WBIG	DS, *LW, WBS
High Point	WMFR	DS, LW, MG
Kinston	WFTC	DS
Raleigh	WPTF	*LW, NBC
"	WRAL	AMP
Rocky Mount	WEED	WBS
Salisbury	WSTP	AMP, WBS
Wilmington	WMFD	NBC
Wilson	WGTM	AMP, DS
Winston-Salem	WAIR	NBC
" "	WSJS	AMP, DS, LW

NORTH DAKOTA

City	Station	Service
Bismarck	KFYR	AMP
Devils Lake	KDLR	DS, WBS
Fargo	WDAY	DS, NBC
Grand Forks	KFJM	DS, LW
Jamestown	KRMC	WBS
Mandan	KGCU	MG
Minot	KLPM	WBS

OHIO

City	Station	Service
Akron	WADC	AMP
"	WJW	WBS
Ashtabula	WICA	AMP, SR
Canton	WHBC	NBC, WBS
Cincinnati	WCKY	NBC
"	WCPO	AMP, SR
"	WLW	AMP, DS
"	WSAI	AMP, DS, WBS
Cleveland	WCLE	DS, *LW
"	WGAR	DS, WBS
"	WHK	DS, *LW
"	WTAM	NBC
Columbus	WBNS	AMP, LW, WBS
"	WCOL	NBC
"	WHKC	DS, *LW
Dayton	WING	NBC
Lima	WLOK	DS, NBC
Mansfield	WMAN	NBC
Portsmouth	WPAY	NBC
Toledo	WSPD	DS, NBC
"	WTOL	AMP, SR
Youngstown	WFMJ	MG, SR
"	WKBN	*LW, WBS
Zanesville	WHIZ	DS, SR

OKLAHOMA

City	Station	Service
Ardmore	KVSO	NBC
Elk City	KASA	DS
Enid	KCRC	WBS
Muskogee	KBIX	WBS
Oklahoma City	KOCY	AMP, *LW, MG
" "	KOMA	WBS
" "	KTOK	*LW, SR
" "	WKY	NBC, SR
Okmulgee	KHBG	NBC, SR
Ponca City	WBBZ	SR
Tulsa	KOME	SR
"	KTUL	AMP, DS, MG
"	KVOO	DS, *LW, WBS

OREGON

City	Station	Service
Astoria	KAST	SR
Baker	KBKR	DS, MG
Bend	KBND	NBC
Eugene	KORE	DS, MG
Grants Pass	KUIN	MG, WBS
Klamath Falls	KFJI	DS, WBS
La Grande	KLBM	SR
Medford	KMED	NBC
Portland	KALE	AMP, DS, *LW, WBS
"	KEX	NBC
"	KGW	NBC
"	KOIN	AMP, DS, *LW, WBS
"	KXL	*LW, MG, SR
Salem	KSLM	DS

PENNSYLVANIA

City	Station	Service
Allentown	WSAN	LW, WBS
Altoona	WFBG	WBS
Easton	WEST	LW, NBC
Erie	WLEU	WBS
Harrisburg	WHP	LW, SR
"	WKBO	WBS
Hazleton	WAZL	LW, NBC
Johnstown	WJAC	*LW, NBC
Lancaster	WGAL	DS, LW
New Castle	WKST	NBC
Philadelphia	KYW	NBC
"	WCAU	WBS
"	WDAS	*LW
"	WFIL	AMP, MG
"	WPEN	LW
"	WIP	WBS
Pittsburgh	KDKA	NBC
"	KQV	DS, SR
"	WCAE	WBS
"	WWSW	AMP, SR
Reading	WEEU	*LW, NBC, SR
Scranton	WGBI	SR
Sharon	WPIC	AMP
Sunbury	WKOK	AMP, DS
Uniontown	WMBS	NBC, SR
Wilkes-Barre	WBAX	NBC
" "	WBRE	DS, SR
Williamsport	WRAK	AMP, DS
York	WORK	LW

RHODE ISLAND

City	Station	Service
Providence	WEAN	AMP, DS
"	WJAR	WBS
"	WPRO	NBC

SOUTH CAROLINA

City	Station	Service
Anderson	WAIM	LW, WBS
Charleston	WCSC	DS, WBS
"	WTMA	SR
Columbia	WCOS	AMP
"	WIS	NBC
Florence	WOLS	AMP, DS
Greenville	WFBC	MG, NBC
Spartanburg	WORD	LW

SOUTH DAKOTA

City	Station	Service
Aberdeen	KABR	MG, NBC
Rapid City	KOBH	MG, NBC
Sioux Falls	KELO	NBC
" "	KSOO	NBC
Yankton	WNAX	AMP

TENNESSEE

City	Station	Service
Bristol	WOPI	NBC, WBS
Chattanooga	WDOD	LW, MG, WBS
Jackson	WTJS	NBC
Johnson City	WJHL	AMP, SR
Knoxville	WNOX	SR
"	WROL	DS, MG, NBC
Memphis	WHBQ	DS, LW, SR
"	WMC	DS, *LW, NBC
"	WMPS	LW, SR
"	WREC	LW, WBS
Nashville	WLAC	DS, WBS
"	WSIX	AMP, DS, LW, MG, SR
"	WSM	DS, *LW

TEXAS

City	Station	Service
Abilene	KRBC	MG
Amarillo	KFDA	DS, SR
"	KGNC	*LW, WBS
Austin	KNOW	*LW, SR
"	KTBC	NBC
Beaumont	KFDM	NBC
"	KRIC	MG, SR, WBS
Big Spring	KBST	DS
Corsicana	KAND	SR
Dallas	KRLD	SR
"	WFAA	AMP, DS, *LW, NBC
El Paso	KTSM	DS, NBC, SR
Fort Worth	KFJZ	SR
" "	KGKO	WBS
" "	WBAP	DS, *LW, WBS
Galveston	KLUF	SR
Houston	KPRC	NBC
"	KTRH	WBS
"	KXYZ	*LW
Huntsville	KSAM	SR
Kilgore	KOCA	SR
Laredo	KPAB	NBC
Longview	KFRO	*LW
Lubbock	KFYO	*LW, SR
Lufkin	KRBA	SR
Midland	KRLH	WBS
Palestine	KNET	SR
Pampa	KPDN	DS, MG, WBS
Paris	KPLT	SR
Port Arthur	KPAC	WBS
San Angelo	KGKL	DS
San Antonio	KABC	SR
" "	KMAC	DS
" "	KTSA	WBS
" "	WOAI	DS, LW, NBC
Sherman	KRRV	SR
Sweetwater	KXOX	NBC
Temple	KTEM	MG
Texarkana	KCMC	MG
Tyler	KGKB	MG
Vernon	KVWC	NBC
Waco	WACO	SR
Weslaco	KRGV	DS, SR
Wichita Falls	KWFT	AMP, MG

UTAH

City	Station	Service
Cedar City	KSUB	MG
Logan	KVNU	SR
Price	KEUB	WBS
Provo	KOVO	NBC, SR
Salt Lake City	KDYL	NBC, WBS
" " "	KSL	AMP, MG, SR
" " "	KUTA	SR

VERMONT

City	Station	Service
Burlington	WCAX	AMP
Rutland	WSYB	*LW
St. Albans	WQDM	LW
Waterbury	WDEV	SR

VIRGINIA

City	Station	Service
Charlottesville	WCHV	AMP, LW
Danville	WBTM	MG, SR
Harrisonburg	WSVA	WBS
Lynchburg	WLVA	DS, *LW, MG, NBC
Newport News	WGH	*LW, NBC, SR
Norfolk	WTAR	DS, *LW, SR
Richmond	WMBG	DS, NBC
"	WRNL	AMP, *LW
"	WRTD	DS, SR
"	WRVA	DS, *LW, WBS
Roanoke	WDBJ	*LW, WBS

WASHINGTON

City	Station	Service
Aberdeen	KXRO	DS, WBS
Bellingham	KVOS	LW, MG
Everett	KRKO	DS, LW
Longview	KWLK	MG, SR
Olympia	KGY	DS
Seattle	KIRO	SR, WBS
"	KJR	NBC
"	KOL	DS, *LW, MG, SR
"	KOMO	NBC
"	KRSC	AMP, DS, LW
Spokane	KFIO	LW, MG
"	KFPY	DS, *LW, SR
"	KGA	DS, *LW
"	KHQ	DS, *LW
Tacoma	KMO	DS, *LW, MG
Vancouver	KVAN	SR
Walla Walla	KUJ	LW, MG, WBS
Wenatchee	KPQ	DS, MG
Yakima	KIT	DS, LW

WEST VIRGINIA

City	Station	Service
Beckley	WJLS	DS, NBC
Bluefield	WHIS	LW, WBS
Charleston	WCHS	WBS
"	WGKV	AMP
Clarksburg	WBLK	WBS
Fairmont	WMMN	DS, SR
Huntington	WSAZ	DS, LW, MG, SR
Parkersburg	WPAR	WBS
Wheeling	WWVA	DS, NBC
Williamson	WBTH	SR

WISCONSIN

City	Station	Service
Appleton	WHBY	DS, MG
Eau Claire	WEAU	MG, WBS
Fond du Lac	KFIZ	SR
Green Bay	WTAQ	DS, WBS
Janesville	WCLO	NBC
La Crosse	WKBH	WBS
Madison	WIBA	NBC, WBS
Marinette	WMAM	AMP
Milwaukee	WEMP	DS
"	WISN	LW, WBS
"	WTMJ	AMP, DS
Poynette	WIBU	SR
Racine	WRJN	DS, LW, MG
Rice Lake	WJMC	SR
Sheboygan	WHBL	NBC, SR
Stevens Point	WLBL	SR
Superior	WDSM	SR
Wausau	WSAU	WBS

WYOMING

City	Station	Service
Casper	KDFN	DS, *LW
Rock Springs	KVRS	MG, NBC
Sheridan	KWYO	MG, SR

ALASKA

City	Station	Service
Anchorage	KFQD	LW, MG
Fairbanks	KFAR	MG, NBC
Juneau	KINY	LW, MG
Ketchikan	KGBU	DS, LW

HAWAII

City	Station	Service
Hilo	KHBC	MG, WBS
Honolulu	KGMB	AMP, MG, WBS
"	KGU	DS, LW, NBC
Lihue	KTOH	SR

PUERTO RICO

City	Station	Service
Ponce	WPRP	LW
San Juan	WKAQ	AMP, NBC
" "	WNEL	LW

ALBERTA

City	Station	Service
Calgary	CFAC	MG, NBC, WBS
"	CFCN	DS, LW, MG, SR
"	CJCJ	LW
Edmonton	CFRN	DS, LW
"	CJCA	MG, NBC, WBS
Grande Prairie	CFGP	MG
Lethbridge	CJOC	MG, NBC

BRITISH COLUMBIA

City	Station	Service
Chilliwack	CHWK	MG
Kamloops	CFJC	MG, SR
Kelowna	CKOV	DS, MG, NBC
Nelson	CKLN	MG, SR
Trail	CJAT	MG, NBC
Vancouver	CJOR	NBC
"	CBR	SR
"	CKWX	DS, MG, WBS

MANITOBA

City	Station	Service
Flin Flon	CFAR	WBS
Winnipeg	CJRC	LW, SR, WBS
"	CKY	MG, NBC

(*Continued on Page 306*)

Directory of
STATIONS SUBSCRIBING TO TRANSCRIPTION PROGRAM LIBRARIES

(Continued from page 305)

NEW BRUNSWICK

City	Station	Service
Fredericton	CFNB	MG, NBC
Moncton	CKCW	WBS
Sackville	CBA	LW
Saint John	CHSJ	MG, WBS

NOVA SCOTIA

City	Station	Service
Halifax	CHNS	DS, MG, NBC
Sydney	CJCB	MG, NBC
Yarmouth	CJLS	LW

ONTARIO

City	Station	Service
Brantford	CKPC	WBS
Chatham	CFCO	MG
Fort William	CKPR	MG, NBC
Hamilton	CHML	SR
"	CKOC	MG, NBC, WBS
Kenora	CKCA	WBS
Kingston	CFRC	MG, SR
Kirkland Lake	CJKL	MG, NBC
London	CFPL	NBC
North Bay	CFCH	MG, NBC
Ottawa	CBO	MG, SR, WBS
"	CKCO	LW
Prescott	CFLC	LW
Sault Ste. Marie	CJIC	MG
Stratford	CJCS	MG
Sudbury	CKSO	MG, NBC, WBS
Timmins	CKGB	MG, NBC
Toronto	CBL	NBC
"	CFRB	LW, SR
"	CKCL	MG, WBS
Windsor	CKLW	WBS
Wingham	CKNX	MG

PRINCE EDWARD ISLAND

City	Station	Service
Charlottetown	CFCY	LW, MG, SR

QUEBEC

City	Station	Service
Hull	CKCH	NBC
Montreal	CFCF	NBC
"	CHLP	SR
"	CKAC	LW, WBS
New Carlisle	CHNC	MG
Quebec	CHRC	LW
"	CKCV	WBS
Sherbrooke	CHLT	SR
Three Rivers	CHLN	WBS
Val d'Or	CKVD	NBC

SASKATCHEWAN

City	Station	Service
Moose Jaw	CHAB	LW
Prince Albert	CKBI	MG, WBS
Regina	CJRM	LW, SR, WBS
"	CKCK	MG, NBC
Saskatoon	CFQC	MG, NBC, SR
Yorkton	CJGX	WBS

NEWFOUNDLAND

City	Station	Service
St. John's	VONF	LW, NBC, SR

AMP LIBRARY, FOREIGN

Caracas, Venezuela	YV5RP
Caracas, Venezuela	YV5RQ,
Brisbane, Australia	4BK,
Melbourne, Australia	3AW,

LW LIBRARY, FOREIGN

XEAW	Reynosa, Mexico
XEPN	Piedras Negras, Mexico
XERA	Villa Acuna, Mexico
KZIB	Manila, P. I.
KZHE	Manila, P. I.
PRE4,	Sao Paulo, Brazil
LR5,	Buenos Aires, Argentina
LT8,	Rosario, Argentina
HJ1ABP,	Cartagena, Colombia
HJ4ABB,	Manizales, Colombia
HJ6ABC,	Ibaque, Colombia
TGX,	Guatemala City, Guatemala
HP5J,	Panama City, Panama
HP5A,	Panama City, Panama
YV5RB,	Caracas, Venezuela
OAX4C,	Lima, Peru
1ZB,	Auckland, New Zealand
3ZB,	Christchruch, New Zealand
4ZB,	Dunedin, New Zealand
4YZ,	Invercargill, New Zealand
2YH,	Napier, New Zealand
2YN,	Nelson, New Zealand
2ZB,	Wellington, New Zealand
Radio Feature	Wellington, New Zealand
5AD,	Adelaide, Australia
4BK,	Brisbane, Australia
3DB,	Melbourne, Australia
2CH,	Sydney, Australia
4AK,	Oakley, Australia
5PI,	Crystal Brook, Australia
5MU,	Murray Bridge, Australia
5SE,	Mount Gambier, Australia
7EX,	Launceston, Australia
7HT,	Hobart, Australia
3LK,	Lubeck, Australia

NBC THESAURUS, FOREIGN

KZEG,	Manila, Philippine Islands
KZRM,	Manila, Philippine Islands
HP5K,	Colon, Panama
HP5O,	Colon, Panama
XEW,	Mexico City, Mexico
TGW,	Guatemala City, Guatemala
PRG3,	Rio de Janeiro, Brazil
VP3BG,	Georgetown, British Guiana
HJ3ABF,	Bogota, Colombia
YV5RS,	Caracas, Venezuala
OAX4I-J,	Lima, Peru
Radio Normandie, Paris, France	
Radio Suisse, Berne, Switzerland	
South African Broadcasting Corp.	
Amalgamated Wireless, Australia	
Amalgamated Wireless, New Zealand	

SR LIBRARY, FOREIGN

3UZ,	Melbourne, Australia
XEW,	Mexico City, Mexico
KRZM,	Manila, Philippine Islands
South African Broadcasting Corp.	

WBS LIBRARY, FOREIGN

5DN,	Adelaide, Australia
4BC,	Brisbane, Australia
3KZ,	Melbourne, Australia
2GB,	Sydney, Australia
1ZB,	Auckland, New Zealand
2ZB,	Wellington, New Zealand
3ZB,	Christchurch, New Zealand
4ZB,	Dunedin, New Zealand
XEW,	Mexico City, Mexico
YV5RA-C,	Caracas, Venezuela
South African Broadcasting Corp.	

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BROADCAST STATIONS ACCEPTING FOREIGN LANGUAGE PROGRAMS

(All others either reject announcements or speeches in foreign tongues, or else failed to reply to questionnaire)

City	Station
ALABAMA	
Birmingham	WSGN
Montgomery	WCOV
ARIZONA	
Globe	KWJB
Jerome	KCRJ
Lowell	KSUN
Phoenix	KOY
"	KTAR
Tucson	KTUC
"	KVOA
Yuma	KUMA
"	KYUM
ARKANSAS	
Blytheville	KLCN
Hot Springs	KARK
CALIFORNIA	
Bakersfield	KPMC
Berkeley	KRE
Chico	KHSL
Long Beach	KGER
Los Angeles	KGFJ
"	KMTR
"	KRKD
Merced	KYOS
Oakland	KLS
"	KROW
San Bernardino	KFXM
Santa Barbara	KDB
Santa Rosa	KSRO
Stockton	KGDM
Visalia	KTKC
COLORADO	
Denver	KFEL
"	KPOF
CONNECTICUT	
Bridgeport	WICC
New Britain	WNBC
New Haven	WELI
New London	WNLC
Waterbury	WATR
"	WBRY
DELAWARE	
Wilmington	WILM
FLORIDA	
Fort Lauderdale	WFTL
Miami	WIOD
Miami Beach	WKAT
Ocala	WTMC
Tampa	WDAE
West Palm Beach	WJNO
GEORGIA	
Atlanta	WATL
"	WSB
Macon	WMAZ
Savannah	WTOC
Waycross	WAYX
IDAHO	
Boise	KIDO
Idaho Falls	KID
Nampa	KFXD
Pocatello	KSEI
ILLINOIS	
Carthage	WCAZ
Chicago	WCBD
"	WEDC
"	WGES
"	WSBC
Cicero	WHFC
Danville	WDAN
East St. Louis	WTMV
Harrisburg	WEBQ
Joliet	WCLS
Peoria	WMBD
Rockford	WROK
Rock Island	WHBF
Springfield	WCBS
"	WTAX
INDIANA	
Elkhart	WTRC
Gary	WIND
Hammond	WHIP
"	WWAE
Richmond	WKBV
South Bend	WFAM
" "	WSBT
IOWA	
Cedar Rapids	WMT
Decorah	KWLC
Shenandoah	KMA
KANSAS	
Kansas City	KCKN
Wichita	KFBI
KENTUCKY	
Ashland	WCMI
LOUISIANA	
Lafayette	KVOL
Monroe	KMLB
New Orleans	WDSU
MAINE	
Bangor	WABI
Lewiston	WCOU
Presque Isle	WAGM
MARYLAND	
Baltimore	WCBM
MASSACHUSETTS	
Boston	WAAB
"	WCOP
"	WMEX
"	WORL
Fall River	WSAR
Greenfield	WHAI
Lawrence	WLAW
MASSACHUSETTS (Con'd.)	
Lowell	WLLH
New Bedford	WNBH
Salem	WESX
Springfield	WMAS
"	WSPR
MICHIGAN	
Bay City	WBCM
Calumet	WHDF
Detroit	WJBK
"	WMBC
Ironwood	WJMS
Jackson	WIBM
Lapeer	WMPC
Marquette	WDMJ
Muskegon	WKBZ
Royal Oak	WEXL
MINNESOTA	
Albert Lea	KATE
Duluth	WEBC
Fergus Falls	KGDE
Hibbing	WMFG
Northfield	WCAL
Minneapolis—St. Paul	WLB
" " "	WMIN
" " "	WTCN
Moorhead	KVOX
Rochester	KROC
St. Cloud	KFAM
Virginia	WHLB
MISSISSIPPI	
Greenwood	WGRM
Hattiesburg	WFOR
McComb	WSKB
MISSOURI	
Columbia	KFRU
Jefferson City	KWOS
Joplin	WMBH
Kansas City	WHB
St. Louis	KFUO
" "	KXOK
" "	WEW
MONTANA	
Bozeman	KRBM
Butte	KGIR
Helena	KPFA
Kalispell	KGEZ
Wolf Point	KGCX
NEBRASKA	
Kearney	KGFW
Norfolk	WJAG
North Platte	KGNF
NEW HAMPSHIRE	
Keene	WKNE
Manchester	WFEA
Portsmouth	WHEB
NEW JERSEY	
Asbury Park	WCAP
Atlantic City	WBAB
Bridgeton	WSNJ
Camden	WCAM
Jersey City	WHOM
Red Bank	WBRB
Trenton	WTNJ
NEW MEXICO	
Carlsbad	KLAH
Clovis	KICA
Gallup	KAWM
Hobbs	KWEW
Roswell	KGFL
Santa Fe	KVSF
NEW YORK	
Albany	WABY
"	WOKO
Auburn	WMBO
Binghamton	WNBF
Brooklyn	WARD
"	WBBC
"	WCNW
"	WLTH
"	WVFW
Buffalo	WBNY
"	WEBR
Elmira	WENY
"	WESG
Freeport	WGBB
Jamestown	WJTN
New York	WBIL
" "	WBNX
" "	WEVD
" "	WOV
Rochester	WHEC
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Jamestown	KRMC
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Minot	KLPM
Valley City	KOVC
OHIO	
Akron	WADC
Ashtabula	WICA
Cincinnati	WSAI
Cleveland	WGAR
Columbus	WOSU
Mansfield	WMAN
Portsmouth	WPAY
OHIO (Con'd.)	
Toledo	WTOL
Youngstown	WKBN
OKLAHOMA	
Enid	KCRC
Oklahoma City	WKY
Ponca City	WBBZ
Shawnee	KGFF
Tulsa	KOME
OREGON	
Astoria	KAST
Marshfield	KOOS
Portland	KWWJ
PENNSYLVANIA	
Altoona	WFBG
Easton	WEST
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Greensburg	WHJB
Grove City	WSAJ
Harrisburg	WKBO
Hazleton	WAZL
Johnstown	WJAC
Lancaster	WGAL
New Castle	WKST
Philadelphia	WDAS
"	WHAT
"	WPEN
"	WTEL
Pittsburgh	KQV
"	WWSW
Reading	WEEU
"	WRAW
Scranton	WGBI
Sharon	WPIC
Sunbury	WKOK
Uniontown	WMBS
Wilkes-Barre	WBAX
" "	WBRE
Williamsport	WRAK
York	WORK
RHODE ISLAND	
Providence	WEAN
SOUTH CAROLINA	
Anderson	WAIM
SOUTH DAKOTA	
Brookings	KFDY
Vermillion	KUSD
TENNESSEE	
Memphis	WHBQ
TEXAS	
Abilene	KRBC
Beaumont	KRIC
Big Spring	KBST
Brownsville	KGFI
Corpus Christi	KRIS
Dallas	WRR
Denton	KDNT
Houston	KXYZ
TEXAS (Con'd.)	
Laredo	KPAB
Pecos	KIUN
Port Arthur	KPAC
San Antonio	KABC
" "	KONO
" "	WOAI
Temple	KTEM
Victoria	KVIC
Weslaco	KRGV
UTAH	
Price	KEUB
Salt Lake City	KUTA
VERMONT	
Burlington	WCAX
Rutland	WSYB
St. Albans	WQDM
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VIRGINIA	
Newport News	WGH
Norfolk	WTAR
WASHINGTON	
Aberdeen	KXRO
Bellingham	KVOS
Centralia	KELA
Everett	KRKO
Longview	KWLK
Olympia	KGY
Seattle	KEEN
"	KIRO
"	KJR
"	KXA
Spokane	KFIO
"	KGA
"	KHQ
Tacoma	KMO
Vancouver	KVAN
WEST VIRGINIA	
Beckley	WJLS
Bluefield	WHIS
Fairmont	WMMN
Huntington	WSAZ
Williamson	WBTH
WISCONSIN	
Ashland	WATW
Fond due Lac	KFIZ
Green Bay	WTAQ
Janesville	WCLO
Madison	WHA
"	WIBA
Milwaukee	WEMP
Racine	WRJN
Sheboygan	WHBL
Stevens Point	WLBL
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WYOMING	
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Text of NAB Code of Self Regulation

(Adopted by Atlantic City Convention, July 11, 1939; Ordered Effective October 1, 1939)

Recognizing the importance of radio broadcasting in the national life and believing that broadcasters now have had sufficient experience with the social side of the industry to formulate basic standards for the guidance of all, the National Association of Broadcasters hereby formulates and publishes the following revised Code:

Children's Programs

Programs designed specifically for children reach impressionable minds and influence social attitudes, aptitudes and approaches and, therefore, they require the closest supervision of broadcasters in the selection and control of material, characterization and plot.

This does not mean that the vigor and vitality common to a child's imagination and love of adventure should be removed. It does mean that programs should be based upon sound social concepts and presented with a superior degree of craftmanship; that these programs should reflect respect for parents, adult authority, law and order, clean living, high morals, fair play and honorable behavior. Such programs must not contain sequences involving horror or torture or use of the supernatural or superstitious or any other material which might reasonably be regarded as likely to overstimulate the child listener, or be prejudicial to sound character development. No advertising appeal which would encourage activities of a dangerous social nature will be permitted.

To establish acceptable and improving standards for children's programs, the National Association of Broadcasters will continuously engage in studies and consultations with parent and child study groups. The results of these studies will be made available for application to all children's programs.

Controversial Public Issues

As part of their public service, networks and stations shall provide time for the presentation of public questions including those of controversial nature. Such time shall be allotted with due regard to all the other elements of balanced program schedules and to the degree of public interest in the questions to be presented. Broadcasters shall use their best efforts to allot such time with fairness to all elements in a given controversy.

Time for the presentation of controversial issues shall not be sold, except for political broadcasts. There are three fundamental reasons for this refusal to sell time for public discussion and, in its stead, providing time for it without charge. First, it is a public duty of broadcasters to bring such discussion to the radio audience regardless of the willingness of others to pay for it. Second, should time be sold for the discussion of controversial issues, it would have to be sold, in fairness, to all with the ability and desire to buy at any given time. Consequently, all possibility of regulating the amount of discussion on the air in proportion to other elements of properly-balanced programming or of allotting the available periods with due regard to listener interest in the topics to be discussed would be surrendered. Third, and by far the most important, should time be sold for the discussion of controversial public issues and for the propagation of the views of individuals or groups, a powerful public forum would inevitably gravitate almost wholly into the hands of those with the greater means to buy it.

The political broadcasts excepted above are any broadcasts in connection with a political campaign in behalf of or against the candidacy of a legally qualified candidate for nomination or election to public office, or in behalf of or against a public proposal which is subject to ballot. This exception is made because at certain times the contending parties want to use and are entitled to use more time than broadcasters could possibly afford to give away.

Nothing in the prohibition against selling time for the presentation of controversial public issues shall be interpreted as barring sponsorship of the public forum type of program when such a program is regularly presented as a series of fairsided discussions of public issues and when control of the fairness of the program rests wholly with the broadcasting station or network.

Educational Broadcasting

While all radio programs possess some educative values, broadcasters nevertheless desire to be of assistance in helping toward more specific educational efforts, and will continue to use their time and facilities to that end and in cooperation with appropriate groups, will continue their search for improving applications of radio as an educational adjunct.

News

News shall be presented with fairness and accuracy and the broadcasting station or network shall satisfy itself that the arrangements made for obtaining news insure this result. Since the number of broadcasting channels is limited, news broadcasts shall not be editorial. This means that news shall not be selected for the purpose of furthering or hindering either side of any controversial public issue nor shall it be colored by the opinions or desires of the station or network management, the editor or others engaged in its preparation or the person actually delivering it over the air, or, in the case of sponsored news broadcasts, the advertiser.

The fundamental purpose of news dissemination in a democracy is to enable people to know what is happening and to understand the meaning of events so that they may form their own conclusions and, therefore, nothing in the foregoing shall be understood as preventing news broadcasters from analysing and elucidating news so long as such analysis and elucidation are free of bias.

News commentators as well as all other newscasters shall be governed by these provisions.

Religious Broadcasts

Radio, which reaches men of all creeds and races simultaneously, may not be used to convey attacks upon another's race or religion. Rather it should be the purpose of the religious broadcast to promote the spiritual harmony and understanding of mankind and to administer broadly to the varied religious needs of the community.

Commercial Programs and Length of Commercial Copy

Acceptance of programs and announcements shall be limited to products and services offered by individuals and firms engaged in legitimate commerce: whose products, services, radio advertising, testimonials and other statements comply with pertinent legal requirement, fair trade practices and accepted standards of good taste.

Brief handling of commercial copy is recommended procedure at all times.

Member stations shall hold the length of commercial copy, including that devoted to contests and offers, to the following number of minutes and seconds:

Daytime

Fifteen-minute programs — 3:15
Thirty-minute programs — 4:30
Sixty-minute programs — 9:00

Nighttime

Fifteen-minute programs — 2:30
Thirty-minute programs — 3:00
Sixty-minute programs — 6:00

Exceptions:

The above limitations do not apply to participation programs, announcement programs, "musical clocks," shoppers' guides and local programs falling within these general classifications.

Because of the varying economic and social conditions throughout the United States, members of the NAB shall have the right to present to the NAB for special ruling local situations which in the opinion of the member may justify exceptions to the above prescribed limitations.

Types of Unacceptable Advertising

Resolution of Program Standards Committee Adopted by Convention

TO CLARIFY the phrase "Accepted Standards of Good Taste" and the canons of good practice set forth in the NAB Code, therefore be it Resolved, that member stations shall not accept for advertising:

1. Any spirituous or "hard" liquor.
2. Any remedy or other product the sale of which or the method of sale of which constitutes a violation of law.
3. Any fortune-telling, mind-reading, or character-reading, by handwriting, numerology, palm-reading, or astrology, or advertising related thereto.
4. Schools that offer questionable or untrue promises of employment as inducements for enrollment.
5. Matrimonial agencies.
6. Offers of "homework" except by firms of unquestioned responsibility.
7. Any "dopester", tip-sheet or race track publications.
8. All forms of speculative finance. Before member stations may accept any financial advertising, it shall be fully ascertained that such advertising and such advertised services comply with all pertinent federal, state and local laws.
9. Cures and products claiming to cure.
10. Advertising statements or claims member stations know to be false, deceptive or grossly exaggerated.
11. Continuity which describes, repellently, any functions of symptomatic results of disturbances, or relief granted such disturbances through use of any product.
12. Unfair attacks upon competitors, competing products, or upon other industries, professions or institutions.
13. Misleading statements of price or value, or misleading comparisons of price or value.

Interpretations of Code Provisions by NAB Code Compliance Committee

(For membership of committee, see opposite page)

October 3, 1939

While the Committee realizes that the American people, through the delegation of the radio franchise, have placed upon the broadcaster final responsibility to accept or to reject program matter in "the public interest, convenience and necessity," it nevertheless recognizes that NAB member stations in the 17th annual convention, July last, shared their program and operating experiences in the adoption of a new Code so that a more uniform and higher level of public service might result throughout the length and breadth of American radio.

The Committee has taken these into consideration in its deliberations, which have chiefly centered around problems involving the Religious and Public Controversial sections of the new Code.

In approaching the Public Controversial section of the Code, which bars the sale of time for such discussions, but which provides that such discussions be placed on the air without cost, the Committee emphasizes the underlying principles involved.

There is a limitation to the number of radio channels now available for broadcasting in this country.

There is also a limit as to the number of hours available per day for broadcasting. Newspapers may add any number of extra pages to accommodate their overflow news and advertising columns. No comparable opportunity exists in the daily schedule of a radio station, which must adhere to the hands of the clock.

In the absence of any self-imposed policy to the contrary, it is conceivable that some individuals or groups with financial means to do so could buy all the available time necessary to monopolize, dominate or control the discussion of public issues through the radio medium, precluding a fair opportunity for an opposition without financial resources to present its case to the radio audience.

Such a situation would pervert the function of American radio as a forum of democracy, and would irreparably shatter the confidence of the public in the American system of broadcasting.

In order to assure the American people for all time that such an intolerable misuse of radio facilities cannot happen, the Code states that "Time for the presentation of controversial issues shall not be sold."

The Code does not bar anyone or any group from using radio. It simply denies the right to buy time, for the reasons stated. [Political broadcasts as defined, are excepted because "at certain times the contending parties want to use and are entitled to use more time than broadcasters could possibly afford to give away."]

Representative spokesmen of groups in the field of public controversial issues have a perfect right to request time on the air, from a network or station, in accord with the public interest therein as outlined in the Code. "Broadcasters shall use their best efforts to allot such time free of charge,

(Continued on Page 311)

Policies and Standards of National Broadcasting Co.

[*Promulgated May, 1939*]

1. POLICIES APPLICABLE TO ALL PROGRAMS

THE PROGRAM policies of the National Broadcasting Co. were first published in January, 1934. As the experience of the company has grown, these policies have been amended and expanded from time to time, with the object of assuring interesting, diversified programs, compatible with a sound concept of public service.

1. The use of the Deity's name, or reference to His powers and attributes, is permissible only when used reverently. Only when baptism, marriage, burial, or other sacraments and ceremonials are absolutely essential to the plot may they be used.

> One of the most cherished heritages of every American is his inalienable right to worship God in his own way. Statements and suggestions that are offensive to religious views are a challenge to that heritage and have no place in broadcast programs. Ministers of religion should not be presented as undesirable characters or subjects of amusement.

2. Statements and suggestions which are offensive to religious views, racial characteristics and the like must not appear in the program.

> As every man has a right to his religious views, so has he a right to pride in his race. Radio cannot lend itself to ridicule of racial characteristics, nor can words derogatory of any race or nationality be used.

3. Material which depends upon physical imperfections or deformities such as blindness, deafness, or lameness, for humorous effect is not acceptable.

> Physical infirmities are far from ludicrous to those afflicted, therefore radio must seek other sources for its humor.

4. Sacrilegious, profane, salacious, obscene, vulgar or indecent material is not acceptable for broadcast, and no language of doubtful propriety will be used.

5. The introduction of murder or suicide is definitely discouraged at all times, and the methods employed must not be described in detail. It is the aim of the company to broadcast drama plots free of morbidity.

> That crime is unjustifiable and that the criminal is an enemy of society must be emphasized. The law-breaker must not be made an attractive or sympathetic figure. At the same time, punishment of the offender must not be over-stressed.

6. Details as to the technique employed to accomplish criminal or anti-social practices must be minimized.

> This company, in rejecting, insofar as possible, dramatic action that depends on crimes of violence for its effectiveness, believes that it is working in the best interests of the public. Law, whether it be natural or man-made, must be presented in its rightful character, as that of the bulwark of human rights and property.

7. Emphasis on insobriety is not permitted.

> Insobriety and consumption of liquor in general are unhappy problems in many households. They are subjects which radio should not portray as excusable.

8. Figures of national prominence as well as the peoples of all nations shall be presented with fairness.

9. Except in case of factual news statements, appearances of or reference to persons featured in criminal or morbidly sensational news stories are not acceptable.

10. The use of the word "Flash!" is reserved for the announcement of special news bulletins exclusively and may not be used for any other purpose except in rare cases where by reason of the manner in which it is used no possible confusion may result.

11. False and misleading statements and all other forms of misrepresentation must be avoided. This applies to misrepresentations of locale of program as well as to all other matters.

12. Speakers must be recognized authorities on subjects they discuss.

13. When commentators or others engaged as talent on sponsored programs include in their programs comments on one side of any controversial question which materially affects the life or welfare of any substantial group, it must be understood that NBC has the right to require that the public be given an opportunity to hear the opposite side of the controversy presented by a speaker of similar importance. Furthermore, the advertiser, on demand, will give time for that purpose and will select a speaker approved by this company.

2. COMMERCIAL STANDARDS

A—PROCEDURE

1. All continuities, including the words of all spoken lines as well as the wording of the commercial copy, must be submitted to the company at least 48 hours in advance of the broadcast, except when the nature of the program, such as comments on the news, does not permit. The 48 hour "dead-line" does not affect the advertiser's privilege to submit changes in his commercial continuity later.

2. All continuities, including the words of all songs or spoken lines as well as the wording of all announcements and a list of the cast, are subject to the approval of the company.

> The company reserves the right to require of the advertiser, eliminations or substitutions, in whole or in part, of program or announcement which the company deems inconsistent with its standards.
>
> The company reserves the right to investigate the accuracy of all statements and claims made in copy submitted for broadcast over its stations, and will not accept statements or claims which cannot be proved to its satisfaction.

3. The company reserves the right to require the advertiser or his agency to furnish, in addition to the continuities mentioned in the foregoing paragraphs, a performed audition of a contemplated commercial program.

4. For the protection of both NBC and the advertiser, written lists in duplicate, showing correct titles, composers and copyright owners of the music to be used on the program are to be submitted to NBC at least one week before the broadcast, for copyright clearance. No changes may be made thereafter without approval of the Company's music rights department.

5. Upon request by the company, evidence of the right to use musical or literary material must be supplied to NBC at least three full business days in advance of the broadcast.

6. NBC wishes to be of service in preventing unnecessary duplication of subject matter and musical numbers. The cooperation of advertisers and agencies is invited to make possible proper coordination between all sponsors. When two or more advertisers using nearby periods on the same network submit programs containing the same musical number, the advertiser or his agent first submitting his detailed program shall have preference in the use of the number, and NBC will notify the other advertisers to submit a substitute number, subject to the same restrictions as to duplication.

7. When a living character is impersonated, written authorization of impersonation must be furnished, and it must be clearly announced at least once in the program that impersonation was made.

The laws of a number of states prohibit the use of a person's name for trade or advertising purposes without the written consent of such person. When there is submitted to NBC any script containing a testimonial or other use of a person's name for trade or advertising purposes, it must be accompanied by an original or photostatic copy of the written consent of the person whose name is to be used. Upon request original consents will be returned to the agency for its files after a copy has been made by NBC.

9. Any plans for displays, sampling or distribution of material on NBC premises must be discussed with the company at least a week prior to the broadcast at which it is intended any of these are to be introduced. Wherever possible, the company will endeavor to assist the advertiser to carry out his plans. There are products, however, which may not suitably be introduced for sampling in studios, and there are times when displays may conflict with other programs. Therefore, the company reserves the right to reject such plans if found to be impossible or impracticable of execution.

B—PROGRAM CONTENTS

1. Announcement of sponsorship must be made on all commercial programs.

2. In order that programs may be individual and distinctive and thus maintain the interest of the audience, they should not resemble too closely other programs.

3. Programs should be designed to provide good entertainment or agreeable instruction. The avoidance of unpleasant or gruesome material is essential.

4. No defamatory statements will be permitted. Statements which tend to undermine an industry by attributing to its products generally faults and weaknesses true only of a few, and statements which are derogatory to an individual, an institution, a group or an industry must be avoided.

5. Commercial programs shall not refer to any competitor, or his products, directly or indirectly.

6. Statements of prices and values must be confined to specific facts. Misleading price claims or misleading comparisons tend to challenge the integrity of all advertising and must not be used.

7. When an advertiser using more than one network for advertising any of his products finds it desirable to refer to his program on a competing network, such reference must be confined to mention of the title of his program, the product advertised, the talent employed and the day on which the program is broadcast. Mention of the hour or the broadcasting facilities used may not be made.

8. While factual statements are permitted on news programs, comment on, or discussion of, pending litigation must be avoided. Comment on pending court cases may tend to interfere with the administration of justice.

9. The advertiser must clear with the company before entering into agreements to publicize appeals for funds through his radio program.

10. "Point-to-point communication" is not permitted. A broadcasting station departs from the terms of its license when it broadcasts a message intended primarily for a specific individual and not intended to be received by the public. A message may, however, be addressed to a particular person if it is actually part of the formula of the program and is altogether understandable to the general public.

11. In order to protect the identity of broadcasting stations and to prevent misunderstanding, broadcasters must clear with the company any use of radio station call letters that may be necessary to the plot or action of broadcast programs. The letters SOS are the signal of distress and may not be used for any purpose on any program.

12. When dramatized commercials are used that involve statements by doctors, dentists, druggists, nurses or other professional persons, the lines must be read by members of these professions reciting actual experiences, or explanation must be made by the announcer that the scenes enacted are fictitious.

13. Testimonials must reflect the authenticated experiences or opinions of competent living witnesses, and testimonials will not be accepted which contain claims unacceptable in other forms of commercial copy.

14. NBC announcers or other representatives of the company may not give personal testimonials on the air, nor personally endorse the advertiser's product. Promises for the performance of the product may not be given in the first person singular by company members.

15. In order to maintain good balance between the program content and the commercial copy, it is believed that, on a 15-minute daytime program, the formal advertising message is most satisfactory when it occupies less than three minutes of the entire period. When a sales promotion activity, such as a contest or an offer, is included, a good balance is obtained when commercial copy runs less than four minutes. In evening programs, standards for good radio balance indicate confining the formal advertising message to less than 15% of the period of a quarter-hour program, and less than ten per cent of longer program periods.

C—MEDICAL ACCOUNTS

The advertising of medical products presents problems of such intimate and far-reaching importance to the consumer that it is necessary to consider separately the standards established by the company in respect to such advertising.

The hour of the broadcast and the appropriateness of the broadcast theme to the time of its presentation are factors that influence all radio programs. This is especially true in the case of programs promoting the sale of medical products.

In addition to the general commercial standards of NBC, advertising copy of medical products is subject to the following additional restrictions:

1. NBC will not accept advertising of a medical product unless all material facts concerning the product are made known to the company.

2. Due to the personal nature of the broadcast message, the company reserves the right to strict control of claims made in medical advertising copy and to the phraseology in which these claims are made.

3. No blanket statements purporting to reveal the opinion of the medical profession in relation to the product advertised may be made in any of the continuity or advertising of the product.

4. The company cannot accept commercial copy which, in its opinion, dramatizes distress or morbid situations involving ailments.

5. The company will not accept a product for advertising which contains dangerous or habit-forming drugs, or which fails to comply in advertising copy with Governmental rules and regulations.

6. The words "safe" and "harmless" or words of similar meaning will not be accepted in medical copy.

7. The company will not accept for advertising over its facilities products designed for relief of ailments known to be chronic, unremediable, or for conditions in which self-medication presents a risk.

8. Claims to cure are unacceptable.

D—OFFERS

1. Full details of proposed offers, including samples of premiums and "build-up" copy must be submitted for investigation and approval at least five full business days before the first announcement is to be broadcast.

2. No premium that depends upon its alleged "luck-bearing" powers for its attractiveness or in any fashion appeals to superstition can be approved.

3. It is desirable that announcement of the termination of an offer be

made as far in advance as possible. When the advertiser wishes to withdraw his offer, announcement must be broadcast to the effect that listeners' letters in response to the offer may be postmarked not later than midnight of the business day following withdrawal of the offer.

4. If consideration is required, the advertiser must agree to honor any complaints indicating dissatisfaction with the premium by returning the consideration. The advertiser must also hold NBC and the stations free from all liability in connection with the offer. Where offers require a consideration, the premium may not be described as a "gift" or as "absolutely free".

5. Dramatic action of radio drama may not be used as a basis of appeal for help in the commercial portion of the program.

> The fictitious character of the radio play may not be introduced into the commercial as follows: "By sending in a box top (wrapper or other consideration, including money), you will help Widow Jones to pay off the mortgage" or "you will help to send Johnny to school."

E—CONTESTS

Proposed prize contests must be submitted to NBC in advance of the first public announcement in any medium tying in with radio program, and at least ten days prior to the first broadcast of information concerning such contest. NBC will permit the broadcasting of contests only when they comply with the following regulations:

1. Contests must offer the opportunity to all contestants to win on the basis of ability and skill, rather than on chance. Games of chance are not acceptable.

2. The basis upon which contestants' submissions are judged must be clearly stated in each announcement of the contest.

3. The opinion of the judges is final. Duplicate prizes must be awarded in case of ties. These provisions must be stated in the continuity.

4. Closing date of the contest must be made known to NBC when the contest goes on the air. If the contest is to be of short duration, its closing date must be stated during the first broadcast announcement of the contest; if of long duration, the termination date must be announced at least two weeks in advance.

5. While advertisers may require contestants to submit box tops, wrappers or other evidence of purchase of products, it is recommended they also provide that reasonable facsimiles thereof will be equally acceptable.

6. Contest awards or prizes must be approved by NBC prior to the first announcement of the contest.

7. Contest decision should be made promptly, and the names of winners must be released as soon as possible thereafter. The announcement, whenever possible, should be made during a later program of the same series. When the broadcasting of the complete announcement of winners is undesirable because of its length, NBC must be supplied with the names of winners and other necessary information so that it may be in a position to answer inquiries.

3. POLICIES APPLICABLE TO CHILDREN'S PROGRAMS

Because of the obligation of the NBC to its juvenile audience, it is necessary that meticulous supervision be exercised over all programs designed for child listeners, and therefore NBC must insist that scripts of children's programs be submitted at least three business days in advance of the broadcast.

All standards of the company apply to children's programs. Specifically, the following standards must be followed:

1. All scripts for children's programs must be carefully written, having in mind the particular audience for which they are intended.

2. All stories must reflect respect for law and order, adult authority, good morals and clean living.

> The hero or heroine and other sympathetic characters must be portrayed as intelligent and morally courageous. The theme must stress the importance of mutual respect of one man for another, and should emphasize the desirability of fair play and honorable behavior. Cowardice, malice, deceit, selfishness and disrespect for law must be avoided in the delineation of any character presented in the light of a hero to the child listener.

3. Adventure stories may be accepted subject to the following prohibitions:

> No torture or suggestion of torture.
>
> No horror—present or impending.
>
> No use of the supernatural or of superstition likely to arouse fear.
>
> No profanity or vulgarity.
>
> No kidnapping or threats of kidnapping.
>
> In order that children will not be emotionally upset, no program or episode shall end with an incident which will create in their minds morbid suspense or hysteria.
>
> Dramatic action should not be overaccentuated through gun play or through other methods of violence. To prevent the overstimulation of the child's imagination, sound effects intended to anticipate or simulate death or physical torture are not permitted.

4. It is consistent that fair play and considerate behavior be reflected through the commercial copy as in the script itself. Advice "to be sure to tell mother" or "ask mother to buy" must be limited to twice in the program.

5. The child is more credulous, as a general thing, than the adult. Therefore the greatest possible care must be used to see that no misleading or extravagant statements be made in commercial copy on children's programs. When promises are made as to the benefits to be derived from use of the product advertised, it will be necessary to submit proof that such promises can be kept.

6. Contests and offers which encourage children to enter strange places and to converse with strangers in an effort to collect box-tops or wrappers may present a definite element of danger to the children. Therefore, such contests and offers are not acceptable.

7. No appeal may be made to the child to help characters in the story by sending in box-tops or wrappers; nor may any actors remain in character and, in the commercial copy, address the child, urging him to purchase the product in order to keep the program on the air, or make similar appeals.

8. No premium that depends upon its alleged "luck-bearing" powers for its attractiveness or in any fashion appeals to superstition will be approved.

9. NBC must be given assurance that no premium offered over its facilities is harmful to person or property.

10. The forming of clubs is often introduced on children's programs. Sometimes initiation requirements and other rules of such clubs are disseminated in code form. Full details concerning the organization of a children's secret society or code must be submitted to NBC at least ten business days before its introduction on the air.

4. POLICIES APPLICABLE TO NEWS PROGRAMS

All standards of the company apply to news programs. Specifically, the following standards must be followed:

1. All news shall be reported from an unbiased, non-partisan viewpoint.

2. News shall be treated factually and analytically, never sensationally.

3. News announcements involving crime or sex shall be avoided unless of national importance.

4. News shall not be broadcast in such a manner as might unduly create alarm or panic. No flash stories about accidents or disasters shall be broadcast until adequate details are available.

5. No suicide shall be reported, except in the case of a nationally known figure.

6. No lotteries, gambling odds or similar information shall be broadcast which might tend to cause listeners to gamble on the outcome of an event.

7. No libelous or slanderous news is permitted.

8. The news announcer shall not deliberately distort the news by any inflection of the voice.

9. Fictional events shall not be presented in the form of authentic news announcements.

10. No legal or medical advice is allowed in news broadcasts except when it is an essential part of legitimate news from official sources.

5. UNACCEPTABLE BUSINESS

The following classifications of products and services are unacceptable for broadcast over the facilities of the company.

Of course, many accounts offered the company may not fall into any of the classifications that are listed below. In such instances the company considers them individually and reserves the right to decide upon their suitability for broadcast advertising.

The following classifications of products and services are unacceptable for broadcast over the facilities of the company.

1. Professions in which it is conceded to be unethical to advertise. For example: doctors, lawyers, dentists, and others.

2. All forms of speculative finance and real estate intended to promote the purchase of specific stocks, bonds, properties, etc. Proposed programs advertising the general services of financial institutions will be subject to approval in each specific case after consideration of company policies in light of federal, state and local regulations relating thereto.

3. "Cures," and products claiming to cure.

4. Cathartics, including foods or beverages advertised for their value as cathartics. Also products generally known and used exclusively as cathartics, even when cathartic references are not made in broadcast advertising copy.

5. Personal hygiene products, including body deodorants or products advertised for that purpose.

6. Reducing agents as well as foods and beverages designed solely to perform that function.

7. Products to restore natural color to hair, eyebrow dyes, hair growers, depilatories, and products advertised to remove wrinkles.

8. All forms of fortune-telling and any services which may be construed to belong in this general field.

9. Cemeteries, morticians, casket manufacturers, and other products or services associated with burial.

10. Alcoholic beverages may not be advertised on any network program.

11. Firearms and fireworks.

Code Interpretations

(Continued from page 309)

with fairness to all elements in a given controversy."

The handling of public controversial issues by radio stations is a matter of principle and not one of personalities.

Determination of a Public Controversial Issue—The Code Compliance Committee realizes that whether a matter is a public controversial subject or not is one sometimes difficult to determine, particularly in national and statewide affairs.

The Committee feels, therefore, that its duty and function is that of rendering advisory opinions, and of recommending procedures through which a sincere and uniform understanding of, and compliance with the Code, may be achieved.

Toward such ends, the Committee holds as self-evident that no determination as to the character or classification of a proposed program or radio address can be established until an advance script has been examined by the station management.

The Committee recommends, therefore, that

(a) Since discussions of controversial public issues have been eliminated from paid commercial broadcasts, adequate time for the presentation of controversial public issues shall continue to be provided free of charge by each station or network, in accordance with the public interest therein.

(b) All such scripts shall be required in advance, for examination in light of the Code.

(c) Under no circumstances will compensation be accepted by the station or network for time consumed by the spokesman of a controversial public issue, unless,

(d) The spokesmen appear on a public forum type of broadcast regularly presented, in conformity with the Code, as "a series of fairsided discussions of public issues and when control of the fairness of the program rests wholly with the broadcasting station or network."

Without an advance script, no one can determine the complexion of any proposed broadcast.

This does not mean, of course, that those who wish to discuss matters of public controversy are barred from the air.

Far from it!

Through the new Code, representative spokesmen of groups will be given free time to present their viewpoints, in accord with the public interest, program balance and availability of time.

The Committee recognizes that all such representative spokesmen of public opinion groupings may broadcast their opinions during time provided free for this purpose, or may take a political position on paid radio time during a political campaign, or may espouse or oppose a "public proposal subject to ballot." The Code adequately covers these provisions.

Neutrality—Method of Maintaining of Which is a "Public Controversial Issue" Within the Meaning of the Code—The question of America's neutrality has raised an interesting point in which the Committee and the individual broadcasters are concerned in the application of the Code.

Following careful survey of the members of the Committee drawn from different sections of the country, and of the issue itself as resolved yesterday in Congress, the Committee feels that while all Americans desire to stay out of war and to preserve neutrality, the methods of achieving and maintaining same are matters automatically falling within the sphere of "public controversial issues," and as such should be presented on free time and not sold.

Definition of a Public Proposal Subject to Ballot—In response to inquiries from member stations, the Committee defines a "public proposal subject to ballot" as one where the proposal itself appears on the ballot to be cast by the individual citizen.

Matters pending before a legislative body are not regarded as "public proposals subject to ballot."

The NAB Religious Code — The Committee calls attention to the religious section of the Code which reads: "Radio, which reaches men of all creeds and races simultaneously, may not be used to convey attacks upon another's race or religion. Rather it should be the purpose of the religious broadcast to promote the spiritual harmony and understanding of mankind and to administer broadly to the varied religious needs of the community.

November 28, 1939

In view of the fact that different laws or practices govern the conduct of elections in the different states and local communities, it is the recommendation of the Code Compliance Committee that the broadcasting stations in the different states should be called into meeting by state chairmen or through the efforts of District Directors, where no state organization exists, and request them, after a study of their respective state and local laws, to determine;

(a) When does an individual become a legally qualified candidate for public office and qualify for the sale of time under the Code, or,

(b) Determine the date for the opening of a campaign for election of public officials, or for the discussion of public proposals which are subject to ballot.

Program Policies of Columbia Broadcasting System

[Revised to January 1, 1940]

As RADIO broadcasting expands its audience and augments its influence, there devolves upon the broadcaster and the program sponsor an ever greater responsibility.

Similarly, as radio continues to become a more intimate force in the lives of people, they tend to be more sensitive to broadcasting they like and to broadcasting they do not like. It is incumbent upon the broadcaster constantly to examine general policy so as to assure steady progress in building and holding radio's audience. Such watchfulness serves the interests of the audience, of the advertiser, and of the broadcasting companies alike.

The Columbia Broadcasting System has given particular consideration to recent trends in two general types of commercial program: those which are designed for children, and those involving unpleasant discussions of bodily functions, bodily symptoms, or other matters which similarly infringe on good taste. In addition, as a result of expressed public interest, careful study has been given to the amount of time that should be used by sponsors for their advertising messages.

CHILDREN'S PROGRAMS

Wide variations in viewpoint exist among parents as to programs which they regard as suitable for their children to hear, and similar differences exist between parents and children. The same divergence of opinion is frequently found among authorities.

Commercial sponsors of broadcasts addressed to children are devoting great effort and much money to creating programs that merit the approval both of child and parent. It is also true that there have been instances of poor judgment and careless execution. To eliminate such faults would be gratifying to all those who feel a deep responsibility for the rearing and education of impressionable youth.

The Columbia Broadcasting System has no thought of setting itself up as an arbiter of what is proper for children to hear; but it does have an editorial responsibility to the community, in the interpretation of public wish and sentiment, which cannot be waived.

In accordance with this responsibility we list some specific themes and dramatic treatments which are not to be permitted in broadcasts for children.

> The exalting, as modern heroes, of gangsters, criminals and racketeers will not be allowed.
>
> Disrespect for either parental or other proper authority must not be glorified or encouraged.
>
> Cruelty, greed, and selfishness must not be presented as worthy motivations.
>
> Programs that arouse harmful nervous reactions in the child must not be presented.
>
> Conceit, smugness, or an unwarranted sense of superiority over others less fortunate may not be presented as laudable.
>
> Recklessness and abandon must not be falsely identified with a healthy spirit of adventure.
>
> Unfair exploitation of others for personal gain must not be made praiseworthy.
>
> Dishonesty and deceit are not to be made appealing or attractive to the child.

We realize that distinctions in aesthetic values and feeling which may be wholly obvious between two given treatments of dramatic material cannot always be easily specified in words. Thus, for instance, it is not easy to capture in definition the fine distinctions between the pure fantasy which comprises some of the world's greatest literature for children, and the fantastic distortion of realities which is unsuitable for a youthful audience. None the less, the differences between these forms of entertainment become rather obvious when the two are compared side by side.

A program for children of elementary school age should offer entertainment of a moral character in the widest social sense. It should not obtain its entertainment value at the cost of distorting ethical and social relationships in a manner prejudicial to sound character development and emotional welfare.

In general, it is worth noting that the literature for children which continues to find their favor through many generations offers heroes worthy of the child's ready impulse to hero worship, and of his imitative urge to pattern himself after the hero model. Such literature, whether created 100 years ago or written today, succeeds in inspiring the child to socially useful and laudable ideals such as generosity, industry, kindness and respect for authority; it opens doors into wide worlds that may be reality or fantasy, but are in neither event ugly or repellent in aspect; it serves, in effect, as a useful adjunct to that education which the growing and impressionable child is absorbing during every moment of its waking day.

It is our hope and purpose to stimulate the creation of a better standard in children's programs than has yet been achieved.

To be of assistance in reaching this goal, Columbia is engaging the services of an eminent child-psychologist who will have the benefit of an advisory board of qualified members, with the special purpose of pointing the way toward programs designed to meet the approval of parents, children and educators alike. Columbia hopes thus to be equipped to appreciate and apply the parent's practical point of view no less than to reflect studied scientific judgment. The name of this consulting authority, and the membership of this committee, will be announced soon; and the new policy becomes completely effective July 30.

ADVERTISING WHICH DISCUSSES INTERNAL BODILY FUNCTIONS, SYMPTOMS, ETC.

The Columbia Broadcasting System has concluded after serious consideration, to permit no broadcasting for any product which describes graphically or repellently any internal bodily functions, symptomatic results of internal disturbances, or matters which are generally not considered acceptable topics in social groups.

This policy will specifically exclude from the Columbia Network not only all advertising of laxatives as such, but the advertising of any laxative properties in any other product. It will further exclude the discussion of depilatories, deodorants, and other broadcasting which, by its nature, presents questions of good taste in connection with radio listening.

As to new business, this policy becomes effective immediately, May 15, 1935. As to existing business, it becomes effective as rapidly as present commitments with clients expire. The last of these expires in March, 1936. Meanwhile, the advertising continuities for any such product are to be so worded as to conform strictly with a specific standard of new requirements.

Many programs containing such advertising in the past have offered entertainment of great merit, judged by the strictest standards.

On the other hand, many people prefer not to hear such advertising over the radio, regardless of the excellence of the program. The reason for this viewpoint is obvious: radio broadcasting is heard by mixed and assorted groups of all kinds, in the home, in restaurants, and in public meeting places. In certain groups a listener may find it distasteful to hear a discussion of some subject which under other circumstances he finds wholly fitting and proper.

Similarly, we realize that the personal and often intimate quality of the human voice, radio's medium of presenting its sponsors' messages, forbids discussing subjects on the air in a manner which might be wholly acceptable when read in type.

COMMERCIAL ANNOUNCEMENTS

In the last several years advertisers and agencies have themselves been responsible, in many instances, for the discovery that brief and skilful handling of the commercial announcement—rather than obviously excessive and insistent sales talk—creates effective response and universal commendation and good will.

The Columbia Broadcasting System recognizes, with many advertisers and with the public, the desirability of avoiding advertising announcements that are too lengthy or too frequent.

As a result, numerous advertisers have condensed their sales announcements to a marked extent, to their own satisfaction and the demonstrated approval of the listening audience.

With the interest of the audience and of the great majority of advertisers in mind, the Columbia Broadcasting System considers it desirable, at this time, to set the following maximum allowances for commercial announcements, effective July 30, 1935:

EVENING PROGRAMS

A maximum of 10 per cent of the total broadcasting period may be devoted to the sponsor's commercial announcements, including contests and offers, on programs broadcast after 6:00 P. M. This applies to all full-hour programs, three-quarter hour programs, and half-hour programs. A single exception to the 10 per cent ratio will be made on quarter-hour programs, on which an additional allowance not to exceed one minute will be made.

The following table shows, in minutes and seconds, the maximum amount of commercial talk which will be permitted, under these limits, on programs of various lengths broadcast after 6:00 P. M.:

Full-hour programs:
All commercial announcements not to total more than
6 minutes

Three-quarter hour programs:
All commercial announcements not to total more than
4 minutes 30 seconds

Half-hour programs:
All commercial announcements not to total more than
3 minutes

Quarter-hour programs:
All commercial announcements not to total more than
2 minutes 30 seconds

Unpleasantly rapid delivery of the sales message, to effect a crowding of excessive material into the period allowed for the commercial announcement, will not be permitted.

DAYTIME PROGRAMS

The Columbia Broadcasting System has decided on a lesser curtailment of the amount of advertising in daytime programs for a number of reasons. Programs broadcast during the morning and afternoon hours serve vast numbers of women as a medium of useful information. Many of these programs are educative in both cultural and practical fields. Many of them offer valuable help in solving household economic problems, discussion of which requires more detailed statement of the sponsor's service or product. To deprive the daytime listener of such discussion would subtract from the broad usefulness of radio broadcasting.

Sponsored programs in the daytime will accordingly be allowed a maximum of 15 per cent of the total broadcast period for commercial announcements, with an additional minute on the quarter-hour program.

PUBLIC ACCEPTANCE

We are satisfied that the best thought of many leading advertisers as well as of the broadcasting industry is reflected in these policies. They set higher standards than broadcasting has attempted before.

We have adopted them after years of experience and careful consideration of every aspect of the problems involved. For these new policies, we ask the full cooperation of the public, the advertiser and the broadcasting industry.

BASIC ADVERTISING POLICIES

The three important new policies set forth in the foregoing statement represent an extension of basic Columbia policies with which advertisers and advertising agencies have long been familiar, and which have served to maintain commercial broadcasting on the Columbia Network on a high ethical plane. These basic points of policy, most of which have been in effect since the inception of the Columbia Network, are here re-stated:

1. No false or unwarranted claims for any product or service.
2. No infringements of another advertiser's rights through plagiarism or unfair imitation of either program idea or copy.
3. No disparagement of competitors or competitive goods.
4. No lottery or "drawing contest." No contest of any kind in which the public is unfairly treated.
5. No programs or announcements that are slanderous, obscene, or profane, either in theme or in treatment.
6. No ambiguous statements that may be misleading to the listening audience.
7. Not more than two price mentions on a 15-minute program. Not more than three price mentions on a half-hour program. Not more than five price mentions on a full-hour program.
8. No advertising matter, or announcements, or programs which may, in the opinion of the System, be injurious or prejudicial to the interests of the public, the Columbia Broadcasting System, or honest advertising and reputable business in general.
9. No appeals for funds.
10. No testimonials which cannot be authenticated.
11. No use of broadcasting time except for direct or indirect advertising of goods or services.

Radio, Advertising and Trade Associations and Committees

RADIO ASSOCIATIONS AND COMMITTEES

AMERICAN ASSN. OF BASEBALL BROADCASTERS—George Higgins, WTCN, Minneapolis, president; Johnny Neblett, WBNS, Columbus, O., secretary. Members: Connie Desmond, WSPD, Toledo; Don Hill, WAVE, Louisville; Vic Lund, WIRE, Indianapolis; Walt Lochman, KITE, Kansas City; Eddie Gallaher, WCCO, Minneapolis; Allen Hale, WISN, Milwaukee.

AMERICAN BAR ASSOCIATION—Chairman of Committee on Communications: Robert N. Miller, Southern Bldg., Washington, D. C. Members: Prof. Edwin M. Borchard, Yale University, New Haven, Conn.; Bethuel M. Webster, 15 Broad St., New York; Whitney North Seymour, 120 Broadway, New York; Charles E. Kenworthy, Land Title Bldg., Philadelphia.

AMERICAN RADIO ASSOCIATION—500 No. Dearborn St., Chicago. Telephone: Superior 2971. Officers: Tom Hogan, president; Felix Sutkin, vice-president; Marcus W. Hinson, secretary; Joe Fritzel, treasurer. (Trade association for radio service men.)

AMERICAN RADIO RELAY LEAGUE—38 LaSalle Road, West Hartford, Conn. Telephone: 3-6269. Officials: Kenneth B. Warner, secretary and general manager; E. C. Woodruff, president; G. W. Bailey, vice-president; F. E. Handy, communications manager; A. A. Hebert, treasurer; A. L. Budlong, assistant secretary; Clark C. Rodimon, managing editor of QST; F. C. Beekley, advertising manager of QST; David H. Houghton, circulation manager of QST. Headquarters of Station W1AW: 225 Main St., Newington, Conn. Telephone, 9-2140. Manager, Harold A. Bubb.

ASSOCIATION OF RADIO TRANSCRIPTION PRODUCERS OF HOLLYWOOD—Officers: Gerald King, Standard Radio, 6404 Hollywood Blvd., president; C. P. McGregor, C. P. McGregor Co., vice-president; R. E. Messer, Raymond R. Morgan Co., treasurer; R. U. McIntosh, R. U. McIntosh & Associates, secretary.

CANADIAN ASSOCIATION OF BROADCASTERS—Metropolitan Bldg., Toronto, Ont. Telephone: Elgin 5623. Officers: Harry Sedgewick, CFRB, Toronto, president; H. Gordon Love, CFCN, Calgary, vice-president; T. Arthur Evans, secretary-treasurer. Directors: F. H. Elphicke, CJCA, Edmonton; Harry McLaughlin, CJRC, Winnipeg; Phil Lalonde, CKAC, Montreal; Henry Gooderham, CKCL, Toronto; Maj. William C. Borrett, CHNS, Halifax.

CLEAR CHANNEL GROUP—Chairman: E. W. Craig, WSM, Nashville, Tenn. Counsel: Louis G. Caldwell, National Press Bldg., Washington, D. C.

FEDERAL COMMUNICATIONS BAR ASSN.—Washington, D. C. Officers: Philip J. Hennessey Jr., president; Horace L. Lohnes, first vice-president; Philip G. Loucks, second vice-president; Herbert M. Bingham, secretary; Paul A. Porter, treasurer. Executive Committee: Lewis G. Caldwell, Ralph M. Kimball (terms expire 1940), Duke M. Patrick, Swager Sherley (1941), E. O. Sykes, Frank W. Wozencraft (1942), and officers. (For addresses, see list of members on page 432.)

INDEPENDENT RADIO NETWORK AFFILIATES (A Section of NAB)—Officials: Samuel R. Rosenbaum, WFIL, Philadelphia, chairman; Paul W. Morency, WTIC, Hartford, vice-chairman. Executive Committee: Mark Ethridge, WHAS, Louisville; Walter J. Damm, WTMJ, Milwaukee; L. B. Wilson, WCKY, Cincinnati; John Shepard 3rd, WAAB, Boston. Board of Directors: Edgar L. Bill, WMBD, Peoria; H. K. Carpenter, WHK, Cleveland; Edwin W. Craig, WSM, Nashville; E. B. Craney, KGIR, Butte; John A. Kennedy, WCHS, Charleston, W. Va.; I. R. Lounsberry, WGR, Buffalo; Charles W. Myers, KOIN, Portland, Ore.; Eugene P. O'Fallon, KFEL, Denver, and members of executive committee.

INSTITUTE OF RADIO ENGINEERS—330 W. 42nd St., New York City. Telephone: Medallion 3-5661. Secretary: Harold P. Westman. Officers: L. C. F. Horle, consultant, New York, president; F. E. Terman, Stanford University, Palo Alto, Cal., vice-president; Melville Eastham, General Radio Co., Cambridge, Mass., treasurer; Alfred N. Goldsmith, consultant, chairman, board of editors. Directors: Austin Bailey, AT&T Co., New York; F. W. Cunningham, Bell Laboratories, New York; Virgil M. Graham, Hygrade Sylvania Corp., Emporium, Pa.; O. B. Hanson, NBC, New York; C. M. Jansky Jr., Jansky & Bailey, Washington; R. A. Heising, Bell Laboratories, New York; F. B. Llewellyn, Bell Laboratories, New York; Haraden Pratt, Mackay Radio & Telegraph Co., New York; B. J. Thompson, RCA Mfg. Co., Harrison, N. J.; H. M. Turner, Yale University, New Haven, Conn.; E. A. Wheeler, Hazeltine Service Corp., New York. Note: five additional directors to be appointed by annual meeting in January, 1940.

INTERNATIONAL COMMITTEE ON RADIO—(American Section). Secretary: Fred P. Guthrie, 1112 Connecticut Ave., N. W., Washington, D. C. Telephone: National 2600.

NATIONAL ASSOCIATION OF BROADCASTERS—1626 K St., N. W., Washington, D. C. Telephone: National 2080. Staff: Neville Miller, president; Edwin M. Spence, secretary-treasurer; Edward M. Kirby, director of public relations; Joseph L. Miller, director of labor relations; Paul F. Peter, director of research; Lynne C. Smeby, director of engineering; Russell P. Place, general counsel; Andrew W. Bennett, special copyright counsel; Everett E. Revercomb, auditor.

NATIONAL ASSOCIATION OF REGIONAL BROADCAST STATIONS—President: John Shepard, 3rd, Yankee Network, Boston. Counsel: Paul D. P. Spearman, National Press Bldg., Washington, D. C. Secretary-Treasurer: Grace C. Ingels. Directors: E. B. Craney, KGIR, Butte; Hoyt B. Wooten, WREC, Memphis; Edgar H. Twamley, WBEN, Buffalo; Campbell Arnoux, WTAR, Norfolk, Va.; Lewis Allen Weiss, KHJ, Los Angeles; Edgar L. Bill, WMBD, Peoria; Mr. Shepard.

RADIO MANUFACTURERS ASSOCIATION—1317 F St., N. W., Washington, D. C. Telephone: National 4901. Officials: Bond Geddes, executive vice-president and general manager; A. S. Wells, Wells-Gardner & Co., Chicago, president; James S. Knowlton, Stewart-Warner Corp., Chicago, vice-president; B. G. Erskine, Hygrade Sylvania Corp., Emporium, Pa., vice-president; H. E. Osmun, Centralab, Milwaukee, vice-president; J. McWilliams Stone, Operadio Mfg. Co., St. Charles, Ill., vice-president; Leslie F. Muter, Muter Co., Chicago, treasurer; John W. Van Allen, Buffalo, general counsel.

RADIO SERVICEMEN OF AMERICA Inc.—304 So. Dearborn St., Chicago, Ill. Telephone: Wabash 6495. Officials: Joe Marty Jr., executive secretary; George Duvall, New York, president; Ken Vaughn, Johnstown, Pa., vice-president; Donald H. Stover, Freeport, Ill., secretary.

RADIO MANUFACTURERS ASSN. OF CANADA—159 Bay St., Toronto, Ont. Telephone: Adelaide 1531. Executive Secretary: K. H. Smith.

VETERAN WIRELESS OPERATORS ASSOCIATION Inc.—RCA Bldg., New York City. Officers: Dr. Lee DeForest, Los Angeles, honorary president; William J. McGonigle, New York Telephone Co., president; A. J. Costigan, Radiomarine Corp. of America, vice-president; H. H. Parker, Westchester Lighting Co., secretary; William C. Simon, Tropical Radio Tel. Co., treasurer. Directors: George H. Clark, RCA; A. A. Isbell, RCA Communications Inc.; Fred Muller, Collins Radio Co., Jack Poppele, WOR, Newark; A. F. Wallis, Mackay Radio & Telegraph Co.; Mr. McGonigle, Mr. Costigan, Mr. Parker. Resident agency: Willard S. Wilson, 405 Delaware Ave., Wilmington, Del.

WESTERN ASSOCIATION OF BROADCASTERS—Toronto General Trust Bldg., Calgary, Alberta. Telephone: M-1161. President: H. G. Lovem CFCN, Calgary, Alta. Directors: George C. Chandler, CJOR, Vancouver, B. C.; G. S. Henry, CFAC, Calgary; Fred Scanlan, CJRM, Regina, Sask.; William H. Backhouse, CKY, Winnipeg, Man. Representatives to Canadian Association of Broadcasters: G. H. Love, CFCN, Calgary; A. A. Murphy, CFQC, Saskatoon, Sask.; H. R. Carson, All-Canada Radio Facilities Ltd., Calgary.

ADVERTISING AND TRADE ASSOCIATIONS

ADVERTISING FEDERATION OF AMERICA—330 W. 42nd St., New York City. Telephone: Bryant 9-0430. Headquarters Staff: Earle Pearson, general manager; Alfred T. Falk, director, Bureau of Research & Education; Helen A. Holby, director, Club Contact Dept. Officers: Norman S. Rose, Christian Science Monitor, Boston, president; Philip J. McAteer, New England Electrotype Co., Boston, vice-president; Don E. Gilman, National Broadcasting Co., Hollywood, vice-president; L. LeRoy Swartzkopf, D. & M. Advertising Co., San Antonio, vice-president; Aubyn Chinn, The Borden Co., Chicago, vice-president; May O. Vander Pyl, Advertising Letter Service, Detroit, secretary; James A. Welch, Crowell-Collier Publishing Co., New York, treasurer.

AMERICAN ASSOCIATION OF ADVERTISING AGENCIES—420 Lexington Ave., New York City. Telephone: Mohawk 4-7982. Officials: John A. Benson, president; Frederic R. Gamble, executive secretary. Committee on Radio Broadcasting: L. T. Bush, Compton Advertising, New York, chairman; A. K. Spencer, J. Walter Thompson Co., vice-chairman; Chester J. LaRoche, Young & Rubicam, New York; R. W. Metzger, Ruthrauff & Ryan, Chicago; John U. Reber, J. Walter Thompson Co., New York; Mac Wilkins, Mac Wilkins & Cole, Portland, Ore.; C. Lawton Campbell, Ruthrauff & Ryan, New York; Charles F. Gannon, Arthur Kudner Inc., New York; Edward Lasker, Lord & Thomas, New York; Arthur Pryor Jr., BBDO, New York.

AMERICAN NEWSPAPER PUBLISHERS ASSOCIATION—370 Lexington Ave., New York City. Telephone: Caledonia 5-2000. General Manager: Cranston Williams.

ASSOCIATION OF CANADIAN ADVERTISERS Inc.—85 Richmond St., W., Toronto, Ont. Telephone: Adelaide 9774. President: Glenn Bannerman, Hudson Motors of Canada. Secretary: Florence E. Clotworthy.

ASSOCIATION OF NATIONAL ADVERTISERS—330 W. 42nd St., New York City. Telephone: Bryant 9-6330. Officers: Paul B. West, president; Allen T. Preyer, Vick Chemical Co., chairman of board; A. O. Buckingham, Cluett, Peabody & Co., vice-chairman; Leo Nejelski, Swift & Co., vice-chairman; D. P. Smelser, Procter & Gamble Co., vice-chairman; H. W. Roden, Johnson & Johnson, treasurer; G. S. McMillan, secretary; I. W. Digges, counsel.

CANADIAN ASSOCIATION OF ADVERTISING AGENCIES—Yardley House, Toronto, Ont. Telephone: Waverly 6157. Officers: E. W. Reynolds, president; J. A. MacLaren, past-president; J. W. Thain, vice-president; A. J. Denne, treasurer; T. L. Anderson, Morgan Eastman, Adrian Head, R. C. Ronalds, Adam F. Smith, H. M. Tedman, T. J. Walsh, directors.

CANADIAN ASSOCIATION OF BROADCASTERS—Metropolitan Bldg., Toronto, Ont. Telephone: Elgin 5623. Secretary: T. Arthur Evans. 1939 Officers: Harry Sedgewick, CFRB, Toronto, president; Gordon Love, CFCN, Calgary, vice-president. Directors: F. H. Elphicke, CJCA, Edmonton; H. R. McLaughlin, CJRC, Winnipeg; Phil Lalonde, CKAC, Montreal; H. Gooderham, CKCL, Toronto; William C. Borrett, CHNS, Halifax.

DIRECT MAIL ADVERTISING ASSN. Inc.—17 E. 42nd St., New York City. Telephone: Vanderbilt 6-1479. Officials: L. Rohe Walter, Flintkote Co., New York, president; Richard Messner, Brogle & Co., New York, vice-president; George E. Loder, National Process Co., New York, treasurer; Jane L. Bell, managing secretary.

FINANCIAL ADVERTISERS ASSOCIATION—231 South LaSalle St., Chicago, Ill. Telephone: State 5547. Executive Vice-President: Preston E. Reed.

NATIONAL INDUSTRIAL ADVERTISERS ASSOCIATION—100 East Ohio St., Chicago, Ill. Telephone: Superior 8140. President: Charles McDonough, Combustion Engineering Co., 200 Madison Ave., New York City. Headquarters Secretary: Miss M. R. Webster.

OUTDOOR ADVERTISING ASSOCIATION OF AMERICA—165 West Wacker Drive, Chicago, Ill. Telephone: Randolph 1692. General Manager: H. E. Fisk.

PACIFIC ADVERTISING CLUBS ASSOCIATION—1629 Telegraph Ave., Oakland, Cal. Telephone: Twinoaks 2778. Secretary: Mrs. Lela Huey.

PREMIUM ADVERTISING ASSOCIATION OF AMERICA—500 Fifth Ave., New York City. Telephone: Bryant 9-6990. Secretary: Howard W. Dunk. General Counsel: Charles Wesley Quinn.

THE PROPRIETARY ASSOCIATION—810 18th St., N. W., Washington, D. C. Telephone: National 1914. Officials: Dr. F. J. Cullen, Washington, executive vice-president; Charles Beardsley, Miles Laboratories Inc., Elkhart, Ind., president; Charles P. Tyrrell, 558 E. Genessee St., Syracuse, N. Y., secretary-treasurer.

Directory of
BROADCASTING EQUIPMENT MANUFACTURERS

NAME OF COMPANY	CITY	ADDRESS	TELEPHONE	MANAGER	PRODUCTS
Acme Electric & Mfg. Co.	Cuba, N. Y. Cleveland, O.	Cuba, N. Y. 1440 Hamilton Ave.	Cuba 4 Main 6500	C. H. Bunch J. A. Comstock	Voltage regulators, transformers, signaling transformers
Aerovox Corp.	New Bedford, Mass.	New Bedford, Mass.	1281	S. I. Cole	Oil-filled paper condensers, mica capacitors, paper condensers, electrolytic condensers
Allied Phonograph & Record Mfg. Co.	Hollywood, Cal.	1041 N. Las Palmas Ave.	Hollywood 5107	Louis I. Goldberg	Recording blanks, electrical reproducers
Allied Radio Corp.	Chicago, Ill.	833 W. Jackson Blvd.	Haymarket 6800	Julius McBarron	Recorders, disc, needles, turntables, amplifiers, microphones, stands, cables, accessories, transmitting tubes, speech input equipment, transcription reproducers
Allied Recording Products Co.	Long Island City, N. Y.	21-09 43rd Ave.	Stillwell 4-2318	I. H. Goldman	Recording machines, recording blanks, recording amplifiers, accessories
Allied Research Labs.	New York	260 E. 161st St.	Melrose 5-0021	Herbert L. Wilson	Antenna couplers, directional antenna phasing equipment
American Bridge Co.	Pittsburgh	Frick Bldg.	Atlantic 4300	Anthony Wagner	Radio towers
American Microphone Co. Inc.	Los Angeles	1915 So. Western Ave.	Parkway 0778	F. A. Yarbrough	Microphones, microphone repairs, microphone stands and accessories
American Transformer Corp.	Newark, N. J.	178 Emmet St.	Biglow 3-4444	Thos. M. Hunter	Transformers, rectifiers, reactors, voltage regulators, equalizers
Amperex Electronic Products Inc.	Brooklyn, N. Y. Los Angeles, Cal. Seattle, Wash. Chicago, Ill.	79 Washington St. 1623 S. Hill St. 3218 Western Ave. 9 So. Clinton St.	Cumberland 6-4430 Richmond 8902 Georgia 7722 Central 1894	S. Norris C. R. Strassner R. C. James Wm. H. Ellinger	Transmitting tubes
Amperite Company	New York	561 Broadway	Canal 6-1446	S. Ruttenburg	Microphones, boom & floor stands, preamplifiers, contact units
Amplifier Co. of America	New York	17 W. 20th St.	Watkins 9-0954	N. M. Haynes	Power amplifiers, audition amplifiers, program amplifiers, pre-amplifiers, automatic voltage regulators, power and audio transformers of all types, special electronic equipment modulators, automatic voltage control, peak limiting devices
Victor J. Andrew	Chicago, Ill.	6429 S. Lavergne Ave.	Portsmouth 7810	Victor J. Andrew	Coaxial cable antenna coupling units, directional antenna phasing units, remote antenna ammeters, antenna lighting filters and transformers, phase monitors, high frequency antennas
Ansley Radio Corp.	New York	4377 Bronx Blvd.	Fairbanks 4-4110	Arthur C. Ansley	Portable playback equipment
Armstrong Cork Co.	Lancaster, Pa.	....	Lancaster 5151	....	Linoleum, cork tile, cork walls, interior finishes, acoustical material, rubber tile
Astatic Microphone Lab. Inc.	Youngstown, O.	830 Market St.	3-2115	R. T. Schottenberg	Crystal microphones, dynamic microphones, crystal phonograph pickups, crystal recording heads, accessories
Atlas Resistor Co.	New York	423 Broome St.	Canal 6-1054	William A. Merrill	Resistance units
Atlas Sound Corp.	Brooklyn, N. Y.	1447 39th St.	Ambassador 2-5500	R. C. Reinhardt	Microphone floor stands, boom stands, special microphone mountings, monitor speakers, speaker enclosures, all types of public address equipment and accessories
Audak Co.	New York	500 5th Ave.	Lackawana 4-3723	George V. Sullivan	Pickups, cutting heads
Audio Devices, Inc.	New York	1600 Broadway	Circle 5-5696	A. C. Travis	Instantaneous recording blanks
Audio Products Co.	Burbank, Cal.	2101 S. Olive St.	Charleston 6-6030	A. J. Edgecomb	Potentiometers, "T" mixer control, master gain controls, equalizer pots, grid pots, gain sets, matching pads, branching networks, fixed pads, fixed resistors, steel cabinets, relay racks, standard panels, dust covers, depress chassis, metal finishing, machine engraving, precision machine work
John F. Beasley Construction Co.	Muskogee, Okla.	P. O. Box 1624	4762	J. F. Beasley	Steel erection
Bell Sound Systems Inc.	Columbus, O.	1183 Essex Ave.	University 5121	F. W. Bell	Speech amplifiers, playback equipment, turntables, recorders, inter-communicating systems
Bendix Radio Corp.	Baltimore, Md.	920 E. Fort	South 1821	H. P. Hilliard	Transmitters, receivers, frequency monitors, frequency measuring equipment, telegraph keys, crystals
Blaw-Knox Co.	Pittsburgh, Pa.	Farmers Bank Bldg.	Sterling 2700	E. J. Staubitz	Radio towers, vertical radiators
Bliley Electric Co.	Erie, Pa.	Union Station Bldg.	22-116	G. E. Wright	Quartz crystals for transmitter frequency control, filters, ultrasonics, holders and ovens
Bond Electric Corp.	New Haven, Conn.	275 Winchester Ave.	6-0101	J. C. Calhoun	A, B and C batteries
Boonton Radio Corp.	Boonton, N. J.	P. O. Box 390	Boonton 8-0795	W. D. Loughlin	Beat frequency generators, Q-meters
Bright Star Battery Co.	Clifton, N. J.	200 Crooks Ave.	Lambert 3-3200	....	A, B and C batteries
Brush Development Co.	Cleveland, O.	3311 Perkins Ave.	Endicott 3315	Victor B. Phillips	Microphones, headphones, phonograph pickup, record cutters
Burgess Battery Co.	Freeport, Ill.	Freeport, Ill.	Main 3300	E. C. Nickerson	A, B and C batteries
Bud Radio Inc.	Cleveland, O.	5205 Cedar Ave.	Henderson 7166	Max L. Haas	Variable condensors, transmitter coils, cabinets, relay racks, panels, chassis, dials, knobs, name plates, stands, sockets, switches, plugs, insulators
Wm. W. L. Burnett—Radio Laboratory	San Diego, Cal.	4814 Idaho St.	Jackson 9234	Wm. W. L. Burnett	Piezo electric crystal holders, temperature controlled oven and constant frequency controlling equipment frequency measuring devices
Canadian Marconi Co.	Montreal, Quebec Toronto, Ontario Halifax, Nova Scotia Winnepeg, Man. Vancouver, B. C. St. John's, Nfld.	211 St. Sacrement St. 92 Adelaide St., West 47 Argyle Street 356 Main St. 500 Beatty Street Adelaide & New Gower Sts.	Marquette 7081 Elgin 9275 Bishop 6712 9-7255 Seymour 9281 881	M. M. Elliott G. F. Eaton F. T. Winter W. F. Souch L. S. Hawkins J. J. Collins	Transmitters, portable pickup transmitters, mobile transmitters, commercial receivers, studio, remote, portable and all other type amplifiers, antenna equipment, tubes, accessories
Carrier Microphone Co.	Inglewood, Cal.	439 So. La Brea Ave.	Inglewood 596	O. B. Carrier	Microphones
Celotex Corp.	Chicago, Ill.	919 No. Michigan Ave.	Whitehall 7010	....	Acoustical materials, interior finish, insulation

[Continued on Page 316]

Broadcast Stations of the Ur

(*Revised to January 15, 1940*)

Explanation: The first column of figures indicates the frequ
second the day power in watts, the third the night power in
cates construction permit granted for new station not yet c
1940. Asterisk (*) preceding the figures indicates a constru
crease in power or a frequency change. Double dagger (‡) p
cates that the station is operating on the frequency or p
authorization. Symbol (§) indicates that the station has r
sell time. Symbol (D) means station operates daytime onl
limited time operation, i.e., station operates night hours only
on same wave length is not operating.

City	*Frequency in Kilocycles*	*Day Power (Watts)*	*Night Power (Watts)*
ALABAMA			
Anniston			
WHMA	1420	250	250
Birmingham			
WAPI	1140	5,000	5,000
WBRC	930	5,000	1,000
WSGN	1310	250	100
Decatur			
WMSL	1370	250	250
Dothan			
WAGF	1370—D	250	——
Gadsden			
WJBY	1210	250	250
Huntsville			
WBHP	1200	100	100
Mobile			
WALA	1380	1,000 1,000	500 *1,000
WMOB	1200—D	100	----
Montgomery			
WCOV	1210	100	100
WSFA	1410	1,000	500
Muscle Shoals City			
WMSD	1420	250	250
Selma			
WHBB	1500	100	100
Tuscaloosa			
WJRD	1200	250	100
ARIZONA			
Globe			
KWJB	1210	250	250
Jerome			
KCRJ	1310	250	250
Lowell			
KSUN	1200	250	250
Phoenix			
KOY	1390	1,000	1,000
KTAR	620	1,000	1,000
Prescott			
†KYCA	1500	250	100
Safford			
KGLU	1420	250	250
Tucson			
KTUC	1370	250	250
KVOA	1260	1,000	1,000
Yuma			
KUMA	1420	100	100
†KYUM	1210	250	100
ARKANSAS			
Blytheville			
KLCN	1290—D	100	----
El Dorado			
KELD	1370	250	250

City	*Frequency in Kilocycles*	*Day Power (Watts)*	*Night Power (Watts)*
COLORADO			
Alamosa			
KGIW	1420	100	100
Colorado Springs			
KVOR	1270	1,000	1,000
Denver			
KFEL	920	1,000	1.000
KLZ	560	5,000 5,000	1,000 *5,000
†KMYR	1310	250	100
KOA	830	50,000	50,000
§KPOF	880	1,000	1,000
KVOD	630	1,000	1,000
Durango			
KIUP	1370	100	100
Grand Junction			
KFXJ	1200	250	250
Greeley			
KFKA	880	1,000	500
La Junta			
KOKO	1370	100	100
Lamar			
KIDW	1420	100	100
Pueblo			
KGHF	1320	500	500
Sterling			
KGEK	1200	100	100
CONNECTICUT			
Bridgeport			
WICC	600	1.000	500
Hartford			
WDRC	1330	5,000 5,000	1,000 *5,000
WTHT	1200	250	100
WTIC	1060 ‡1040	50,000	50,000
New Britain			
WNBC	1380	1,000	1,000
New Haven			
WELI	930	500	250
New London			
WNLC	1500	100	100
Waterbury			
WATR	1290	250	250
WBRY	1530	1,000	1,000
DELAWARE			
Wilmington			
WDEL	1120	1,000	250
WILM	1420	250	250
DISTRICT OF COLUMBIA			
Washington			
WJSV	1460	10,000	10,000

United States

940)

frequency in kilocycles, the
ower in watts. Dagger (†) indi-
t yet on the air as of Jan. 15,
construction permit for an in-
(‡) preceding the figure indi-
y or power stated by special
has reported that it does not
ne only. Symbol (L) means
rs only when dominant station

ILLINOIS

City	Frequency in Kilocycles	Day Power (Watts)	Night Power (Watts)
Aurora			
WMRO	1250—D	250	----
Bloomington			
WJBC	1200	250	250
Carthage			
WCAZ	1070—D	100	----
Champaign			
WDWS	1370	250	250
Chicago			
WAAF	920—D	1,000	----
WBBM	770	50,000	50,000
WCBD	1080	5,000	L-5,000
WCFL	970	5,000	5,000
WCRW	1210	100	100
WEDC	1210	250	250
WENR	870	50,000	50,000
WGES	1360	500 1,000-Sunday	500
WGN	720	50,000	50,000
WIND (See Gary Ind.)			
WJJD	1130	20,000	L-20,000
WLS	870	50,000	50,000
WMAQ	670	50,000	50,000
§WMBI	1080	5,000	L-5,000
WSBC	1210	250	250
Cicero			
WHFC	1420	250	250
Danville			
WDAN	1500	250	250
Decatur			
WSOY	1310	250	100
East St. Louis			
WTMV	1500	250	250
Galesburg			
WGIL	1500	250	250
Harrisburg			
WEBQ	1210	250	250
Herrin			
†WJPF	1310	250	100
Joliet			
WCLS	1310	100	100
Peoria			
WMBD	1440	5,000	1,000
Quincy			
WTAD	900—D	1,000	----
Rockford			
WROK	1410	1,000	500
Rock Island			
WHBF	1240	1,000	1,000
Springfield			
WCBS	1420	250	250
WTAX	1210	100	100
Tuscola			
WDZ	1020—D	1,000	

KANSAS (Cont'd)

City	Frequency in Kilocycles	Day Power (Watts)	Night Power (Watts)
Pittsburgh			
KOAM	790—D	1,000	----
Salina			
KSAL	1500 *1120	250 *1,000	100 *500
Topeka			
WIBW	580	5,000	1,000
Wichita			
KANS	1210	250	250
KFBI	1050	5,000	L-5,000
KFH	1300	5,000	1,000

KENTUCKY

City	Frequency in Kilocycles	Day Power (Watts)	Night Power (Watts)
Ashland			
WCMI	1310	250	250
Bowling Green			
†WLBJ	1310	250	250
Hopkinsville			
WHOP	1200	250	250
Lexington			
WLAP	1420	250	100
Louisville			
WAVE	940	1,000	1,000
WHAS	820	50,000	50,000
†WINN	1210	250	100
WGRC (See New Albany, Ind.)			
Owensboro			
WOMI	1500	250	250
Paducah			
WPAD	1420	250	250

LOUISIANA

City	Frequency in Kilocycles	Day Power (Watts)	Night Power (Watts)
Alexandria			
KALB	1210	250	250
Baton Rouge			
WJBO	1120	500 *1,000	500 *1,000
Lafayette			
KVOL	1310	250	250
Lake Charles			
KPLC	1500	250	250
Monroe			
KMLB	1200	250	250
New Orleans			
WDSU	1250	1,000	1,000
WJBW	1200	100	100
WNOE	1420	250	250
WSMB	1320	5,000 5,000	1,000 *5,000
WWL	850	50,000	50,000
Shreveport			
KRMD	1310	250	250
KTBS	1450	1,000	1,000
KWKH	1100	50,000	50,000

MAINE

City	Frequency in Kilocycles	Day Power (Watts)	Night Power (Watts)
Augusta			
WRDO	1370	100	100
Bangor			
WABI	1200	250	250
WLBZ	620	1,000	500
Lewiston			
WCOU	1210	250	250
Portland			
WCSH	940	2,500	1,000
WGAN	640	500	L-500
Presque Isle			
WAGM	1420	100	100

MARYLAND

City	Frequency in Kilocycles	Day Power (Watts)	Night Power (Watts)
Baltimore			
WBAL	1060 ‡760	10,000 ----	10,000 ‡2,500
WCAO	600	1,000	500
WCBM	1370	250	250
WFBR	1270	5,000	1,000
Cumberland			
WTBO	800—D	250	----
Frederick			
WFMD	900—D	500	----
Hagerstown			
WJEJ	1210	250	250
Salisbury			
WSAL	1200—D	250	----

MASSACHUSETTS

MINNESOTA (Cont'd)

City	Frequency in Kilocycles	Day Power (Watts)	Night Power (Watts)
Moorhead			
KVOX	1310	250	250
Northfield			
§WCAL	760—D	5,000	----
Rochester			
KROC	1310	250	250
St. Cloud			
KFAM	1420	250	250
Virginia			
WHLB	1370	250	250
Winona			
KWNO	1200	250	250

MISSISSIPPI

City	Frequency in Kilocycles	Day Power (Watts)	Night Power (Watts)
Greenville			
WJPR	1310	250	250
Greenwood			
WGRM	1210	250	250
Gulfport			
WGCM	1210	250	100
Hattiesburg			
WFOR	1370	250	100
Jackson			
WJDX	1270	5,000	1,000
WSLI	1420	250	250
Laurel			
WAML	1310	250	250
McComb			
WSKB	1200	100	100
Meridian			
WCOC	880	1,000	1,000
Vicksburg			
WQBC	1360—D	1,000	----

MISSOURI

City	Frequency in Kilocycles	Day Power (Watts)	Night Power (Watts)
Cape Girardeau			
KFVS	1370	250	250
Columbia			
KFRU	630	1,000	500
Jefferson City			
KWOS	1310	250	250
Joplin			
WMBH	1420	250	250
Kansas City			
KCMO	1450	1,000 *5,000	1,000 1,000
KITE	1530	1,000	1,000
KMBC	950	5,000 5,000	1,000 *5,000
WDAF	610	5,000	5,000
WHB	860—D	1,000	----
WREN (see Lawrence, Kan.)			
Poplar Bluff			
KWOC	1310	250	250
St. Joseph			
KFEQ	680	2,500	L-500
St. Louis			
§KFUO	550	1,000	500
KMOX	1090	50,000	50,000
KSD	550	5,000	1,000
KWK	1350	5,000	1,000
KXOK	1250	1,000	1,000
WEW	760—D	1,000	–
WIL	1200	250	250
WTMV	1500	250	250
Sedalia			
KDRO	1500	250	250
Springfield			
KGBX	1230	500	500
KWTO	560—D	5,000	----

MONTANA

City	Frequency in Kilocycles	Day Power (Watts)	Night Power (Watts)
Billings			
KGHL	780	5,000	1,000
Bozeman			
KRBM	1420	250	250
Butte			
KGIR	1340	5,000	5,000
Great Falls			
KFBB	1280	5,000	1,000
Helena			
KPFA	1210	250	250

City
N
Buffalo
WBEN
WBNY
WEBR
WGR
WKBW
§WSVS
Canton
§WCAD
Elmira
WENY
WESG
Freeport
WGBB
Jamestown
WJTN
Kingston
WKNY
Newburgh
WGNY
New York
WABC
WBNX
WEAF
WEVD
WHN
WINS
WJZ
WMCA
WNEW
§WNYC
WOR
WOV
WQXR
WWRL
Niagara Fa
†WHLD
Ogdensburg
†WSLB
Olean
WHDL
Plattsburg
WMFF
Poughkeepsi
†WKIP
Rochester
WHAM
WHEC
WSAY
Saranac La
WNBZ
Schenectady
WGY
Syracuse
WFBL
†WOLF
WSYR
Troy
WHAZ
†WTRY
Utica
WIBX
White Plain
WFAS
N
Asheville
WISE
WWNC
Charlotte
WBT
WSOC
Durham
WDNC
Elizabeth Ci
WCNC
Fayetteville
†WFNC
Gastonia
WGNC
Goldsboro
WGBR
Greensboro
WBIG
[illegible]ille
[illegible]TC
[illegible]ry
†WHKY
High Point

	Day Power (Watts)	Night Power (Watts)
(Cont'd)		
-D	1,000	----
	250	100
	*1,000	*500
	5,000	1,000
	250	250
	5,000	L-5,000
	5,000	1,000
CKY		
	250	250
	250	250
	250	250
	250	100
	1,000	1,000
	50,000	50,000
	250	100
any, Ind.)		
	250	250
	250	250
ANA		
	250	250
	500	500
	*1,000	*1,000
	250	250
	250	250
	250	250
	1,000	1,000
	100	100
	250	250
	5,000	1,000
	5,000	*5,000
	50,000	50,000
	250	250
	1,000	1,000
	50,000	50,000
E		
	100	100
	250	250
	1,000	500
	250	250
	2,500	1,000
	500	L-500
	100	100
AND		
	10,000	10,000
		‡2,500
	1,000	500
	250	250
	5,000	1,000
D	250	----
D	500	----
	250	250
-D	250	----
USETTS		
	1,000	1
	50,000	50
D	500	
	5,000	5,000

MINNESOTA (Cont'd)

City	Frequency in Kilocycles	Day Power (Watts)	Night Power (Watts)
Moorhead			
KVOX	1310	250	250
Northfield			
§WCAL	760—D	5,000	----
Rochester			
KROC	1310	250	250
St. Cloud			
KFAM	1420	250	250
Virginia			
WHLB	1370	250	250
Winona			
KWNO	1200	250	250

MISSISSIPPI

City	Frequency in Kilocycles	Day Power (Watts)	Night Power (Watts)
Greenville			
WJPR	1310	250	250
Greenwood			
WGRM	1210	250	250
Gulfport			
WGCM	1210	250	100
Hattiesburg			
WFOR	1370	250	100
Jackson			
WJDX	1270	5,000	1,000
WSLI	1420	250	250
Laurel			
WAML	1310	250	250
McComb			
WSKB	1200	100	100
Meridian			
WCOC	880	1,000	1,000
Vicksburg			
WQBC	1360—D	1,000	----

MISSOURI

City	Frequency in Kilocycles	Day Power (Watts)	Night Power (Watts)
Cape Girardeau			
KFVS	1370	250	250
Columbia			
KFRU	630	1,000	500
Jefferson City			
KWOS	1310	250	250
Joplin			
WMBH	1420	250	250
Kansas City			
KCMO	1450	1,000	1,000
		*5,000	1,000
KITE	1530	1,000	1,000
KMBC	950	5,000	1,000
		5,000	*5,000
WDAF	610	5,000	5,000
WHB	860—D	1,000	----
WREN (see Lawrence, Kan.)			
Poplar Bluff			
KWOC	1310	250	250
St. Joseph			
KFEQ	680	2,500	L-500
St. Louis			
§KFUO	550	1,000	500
KMOX	1090	50,000	50,000
KSD	550	5,000	1,000
KWK	1350	5,000	1,000
KXOK	1250	1,000	1,000
WEW	760—D	1,000	-
WIL	1200	250	250
WTMV	1500	250	250
Sedalia			
KDRO	1500	250	250
Springfield			
KGBX	1230	500	500
KWTO	560—D	5,000	----

MONTANA

City	Frequency in Kilocycles	Day Power (Watts)	Night Power (Watts)
Billings			
KGHL	780	5,000	1,000
Bozeman			
KRBM	1420	250	250
Butte			
KGIR	1340	5,000	5,000
Great Falls			
KFBB	1280	5,000	1,000

NEW YORK (Cont'd)

City	Frequency in Kilocycles	Day Power (Watts)	Night Power (Watts)
Buffalo			
WBEN	900	5,000	1,000
WBNY	1370	250	250
WEBR	1310	250	2[illegible]0
WGR	550	5,000	1,000
WKBW	1480	5,000	5,000
§WSVS	1370	50	50
Canton			
§WCAD	1220—D	500	----
Elmira			
WENY	1200	250	250
WESG	850—D	1,000	----
Freeport			
WGBB	1210	100	100
Jamestown			
WJTN	1210	250	250
Kingston			
WKNY	1500—D	100	----
Newburgh			
WGNY	1220—D	250	----
New York			
WABC	860	50,000	50,000
WBNX	1350	1,000	1,000
		*5,000	1,000
WEAF	660	50,000	50,000
WEVD	1300	1,000	1,000
WHN	1010	5,000	1,000
WINS	1180	1,000	L-1,000
WJZ	760	50,000	50,000
WMCA	570	1,000	1,000
WNEW	1250	5,000	1,000
§WNYC	810—D	1,000	
WOR	710	50,000	50,000
WOV	1100	5,000	5,000
WQXR	1550	1,000	1,000
		*5,000	*5,000
WWRL	1500	250	100
Niagara Falls			
†WHLD	1260—D	1,000	----
Ogdensburg			
†WSLB	1370	250	250
Olean			
WHDL	1400—D	250	----
Plattsburg			
WMFF	1310	250	250
Poughkeepsie			
†WKIP	1420	250	250
Rochester			
WHAM	1150	50,000	50,000
WHEC	1430	1,000	500
WSAY	1210	250	250
Saranac Lake			
WNBZ	1290—D	100	----
Schenectady			
WGY	790	50,000	50,000
Syracuse			
WFBL	1360	5,000	1,000
†WOLF	1500	100	100
WSYR	570	1,000	1,000
Troy			
WHAZ	1300	1,000	1,000
†WTRY	950—D	1,000	----
Utica			
WIBX	1200	250	250
White Plains			
WFAS	1210	100	100

NORTH CAROLINA

City	Frequency in Kilocycles	Day Power (Watts)	Night Power (Watts)
Asheville			
WISE	1370	250	250
WWNC	570	1,000	1,000
Charlotte			
WBT	1080	50,000	50,000
WSOC	1210	250	100
Durham			
WDNC	1500	250	250
Elizabeth City			
WCNC	1370	250	250
Fayetteville			
†WFNC	1340—D	250	----
Gastonia			
WGNC	1420	250	250
Goldsboro			
WGBR	1370	250	250

OKLAHOMA (Cont'd)

City	Frequency in Kilocycles	Day Power (Watts)	Night Power (Watts)
Oklahoma City			
KOCY	1310	250	25
KOMA	1480	5,000	5,00
KTOK	1370	250	25
WKY	900	5,000	1,00
Okmulgee			
KHBG	1210	250	25
Ponca City			
WBBZ	1200	250	25
Shawnee			
KGFF	1420	250	25
Tulsa			
KOME	1310	250	25
KTUL	1400	5,000	5,00
KVOO	1140	25,000	25,00

OREGON

City	Frequency in Kilocycles	Day Power (Watts)	Night Power (Watts)
Astoria			
KAST	1200	250	250
Baker			
KBKR	1500	250	100
Bend			
KBND	1310	250	250
Corvallis			
§KOAC	550	1,000	1,000
Eugene			
KORE	1420	250	250
Grants Pass			
KUIN	1310	100	100
Klamath Falls			
KFJI	1210	100	100
La Grande			
KLBM	1420	250	250
Marshfield			
KOOS	1200	250	250
Medford			
KMED	1410	1,000	250
Portland			
KALE	1300	1,000	1,000
		*5000	1,000
§KBPS	1420	100	100
KEX	1160	5,000	5,000
KGW	620	5,000	1,000
KOIN	940	5,000	1,000
		5,000	*5,000
KWJJ	‡1040	500	L-500
KXL	1420	250	250
Roseburg			
KRNR	1500	250	100
Salem			
KSLM	1360	1,000	500

PENNSYLVANIA

City	Frequency in Kilocycles	Day Power (Watts)	Night Power (Watts)
Allentown			
WCBA-WSAN	1440	500	500
Altoona			
WFBG	1310	100	100
Easton			
WEST	1200	250	250
Erie			
WLEU	1420	250	250
Greensburg			
WHJB	620—D	250	----
Grove City			
§WSAJ	1310	100	100
Harrisburg			
WHP	1430	5,000	1,000
WKBO	1200	250	100
Hazleton			
WAZL	1420	250	250
Johnstown			
WJAC	1370	250	250
Lancaster			
WGAL	1500	250	250
New Castle			
WKST	1250—D	1,000	----
Philadelphia			
KYW	1020	10,000	10,000
WCAU	1170	50,000	50,000
WDAS	1370	250	250
WFIL	560	1,000	1,000
WHAT	1310	100	100

Night Power (Watts)
250
5,000
250
1,000
250
250
250
250
5,000
25,000
250
100
250
1,000
250
100
100
250
250
250
1,000
1,000
100
5,000
1,000
1,000
*5,000
L-500
250
100
500
500
100
250
250

100
1,000
100
250
250
250

10,000
50,000
250
1,000
100

TEXAS

City	*Frequency in Kilocycles*	*Day Power (Watts)*	*Night Power (Watts)*
Abilene			
KRBC	1420	250	250
Amarillo			
KFDA	1500	250	250
KGNC	1410	2,500	1,000
Austin			
KNOW	1500	250	250
KTBC	1120—D	1,000	----
Beaumont			
KFDM	560	1,000	1,000
KRIC	1420	250	250
Big Spring			
KBST	1500	100	100
Brady			
KNEL	1500	250	100
Brownsville			
KGFI	1500	250	100
College Station			
§WTAW	1120—D	500	----
Corpus Christi			
KRIS	1330	500	500
Corsicana			
KAND	1310	100	100
Dallas			
KRLD	1040	50,000	50,000
WFAA	800	50,000	50,000
WRR	1280	500	500
Denton			
KDNT	1420	100	100
Dublin			
KFPL	1310	250	100
El Paso			
†KROD	1500	100	100
KTSM	1310	250	250
	*1350	*500	*500
Fort Worth			
KFJZ	1240	1,000	1,000
KGKO	570	5,000	1,000
WBAP	800	50,000	50,000
Galveston			
KLUF	1370	250	250
Houston			
KPRC	920	5,000	1,000
KTRH	1290	5,000	1,000
KXYZ	1440	1,000	1,000
Huntsville			
KSAM	1500—D	250	----
Kilgore			
KOCA	1210	250	250
Laredo			
KPAB	1500	250	250
Longview			
KFRO	1370—D	250	----
	*1340	*1,000	*1,000
Lubbock			
KFYO	1310	250	100
Lufkin			
KRBA	1310—D	250	----
Midland			
KRLH	1420	100	100
Palestine			
KNET	1420—D	100	----
Pampa			
KPDN	1310	100	100
Paris			
KPLT	1500	250	250
Pecos			
KIUN	1370	100	100
Plainview			
†KWBD	1200—D	100	----
Port Arthur			
KPAC	1260	500	----
	*1220	500	*500
San Angelo			
KGKL	1370	250	250
San Antonio			
KABC	1420	250	250
KMAC	1370	250	250
KONO	1370	250	250
KTSA	550	5,000	1,000
WOAI	1190	50,000	50,000

UTAH

City	*Frequency in Kilocycles*	*Day Power (Watts)*	*Night Power (Watts)*
Cedar City			
KSUB	1310	100	100
Logan			
KVNU	1200	250	250
Ogden			
KLO	1400	5,000	5,000
Price			
KEUB	1420	100	100
Provo			
KOVO	1210	250	250
Salt Lake City			
KDYL	1290	5,000	1,000
KSL	1130	50,000	50,000
KUTA	1500	250	250

VERMONT

City	*Frequency in Kilocycles*	*Day Power (Watts)*	*Night Power (Watts)*
Burlington			
WCAX	1200	250	250
Rutland			
WSYB	1500	250	250
St. Albans			
WQDM	1390—D	1,000	----
Waterbury			
WDEV	550—D	1,000	----

VIRGINIA

City	*Frequency in Kilocycles*	*Day Power (Watts)*	*Night Power (Watts)*
Charlottesville			
WCHV	1420	250	250
Danville			
WBTM	1370	250	100
Fredericksburg			
WFVA	1260—D	250	----
Harrisonburg			
WSVA	550—D	500	----
Lynchburg			
WLVA	1200	250	250
Newport News			
WGH	1310	250	250
Norfolk			
WTAR	780	5,000	1,000
Petersburg			
†WPID	1210	250	250
Richmond			
§WBBL	1210	100	100
WMBG	1350	500	500
		*5,000	*1,000
WRNL	880—D	500	
		*1,000	*1,000
WRTD	1500	100	100
WRVA	1110	50,000	50,000
Roanoke			
WDBJ	930	5,000	1,000
Suffolk			
†WLPM	1420	250	100

WASHINGTON

City	*Frequency in Kilocycles*	*Day Power (Watts)*	*Night Power (Watts)*
Aberdeen			
KXRO	1310	250	250
Bellingham			
KVOS	1200	250	250
Centralia			
KELA	1440	1,000	1,000
Everett			
KRKO	1370	50	50
Longview			
KWLK	780—D	250	----
Olympia			
KGY	1210	100	100
Pullman			
§KWSC	1220	5,000	5,000
Seattle			
KEEN	1370	100	100
KIRO	710	1,000	1,000
KJR	970	5,000	5,000
KOL	1270	5,000	1,000
KOMO	920	5,000	1,000

WEST VIRGINIA

City	*Frequency in Kilocycles*	*Day Power (Watts)*	*Night Power (Watts)*
Beckley			
WJLS	1210	250	250
Bluefield			
WHIS	1410	1,000	500
Charleston			
WCHS	580	5,000	500
WGKV	1500	100	100
Clarksburg			
WBLK	1370	250	250
Fairmont			
WMMN	890	5,000	1,000
Huntington			
WSAZ	1190	1,000	L-1,000
Parkersburg			
WPAR	1420	100	100
Wheeling			
WWVA	1160	5,000	5,000
Williamson			
WBTH	1370	250	250

WISCONSIN

City	*Frequency in Kilocycles*	*Day Power (Watts)*	*Night Power (Watts)*
Appleton			
WHBY	1200	250	250
Ashland			
†WATW	1370	100	100
Eau Claire			
WEAU	1050	5,000	L-1,000
Fond du Lac			
KFIZ	1420	100	100
Green Bay			
WTAQ	1330	5,000	1,000
		5,000	*5,000
Janesville			
WCLO	1200	250	250
La Crosse			
WKBH	1380	1,000	1,000
Madison			
§WHA	940—D	5,000	
WIBA	1280	5,000	1,000
Manitowoc			
WOMT	1210	100	100
Marinette			
WMAM	570—D	250	----
Milwaukee			
WEMP	1310	250	250
WISN	1120	1,000	250
WTMJ	620	5,000	1,000
Poynette			
WIBU	1210	250	250
Racine			
WRJN	1370	250	250
Rice Lake			
WJMC	1210—D	250	----
Sheboygan			
WHBL	1300	1,000	250
Stevens Point			
§WLBL	900—D	5,000	----
Superior			
WDSM	1200	100	100
Wausau			
WSAU	1370	250	250

WYOMING

City	*Frequency in Kilocycles*	*Day Power (Watts)*	*Night Power (Watts)*
Casper			
KDFN	1440	500	500
Rock Springs			
KVRS	1370	250	250
Sheridan			
KWYO	1370	250	250

U. S. Possessions

ALASKA

City	*Frequency in Kilocycles*	*Day Power (Watts)*	*Night Power (Watts)*
Anchorage			
KFQD	780	250	250
Fairbanks			
KFAR	610	1,000	1,000
Juneau			
KINY	1430	1,000	1,000
Ketchikan			

XUM

Globe			
KWJB	1210	250	250
Jerome			
KCRJ	1310	250	250
Lowell			
KSUN	1200	250	250
Phoenix			
KOY	1390	1,000	1,000
KTAR	620	1,000	1,000
Prescott			
†KYCA	1500	250	100
Safford			
KGLU	1420	250	250
Tucson			
KTUC	1370	250	250
KVOA	1260	1,000	1,000
Yuma			
KUMA	1420	100	100
†KYUM	1210	250	100

ARKANSAS

Blytheville			
KLCN	1290—D	100	----
El Dorado			
KELD	1370	250	250
Fort Smith			
KFPW	1370	250	250
Hot Springs			
KTHS	1040 ‡1060	10,000	10,000
†KWFC	1310	250	100
Jonesboro			
KBTM	1200	250	100
Little Rock			
KARK	890	1,000	1,000
KGHI	1200	250	250
KLRA	1390	5,000	1,000
Pine Bluff			
KOTN	1500	100	100
Siloam Springs			
KUOA	1260—D	5,000	----
Texarkana (See Texas)			

CALIFORNIA

Bakersfield			
KERN	1370 *1380	100 *1,000	100 *1,000
KPMC	1550	1,000	1,000
Berkeley			
KRE	1370	250	250
Chico			
KHSL	1260	250 *1,000	250 *500
El Centro			
KXO	1500	100	100
Eureka			
KIEM	1450	1,000	500
Fresno			
KARM	1310	250	250
KMJ	580	1,000 *5,000	1,000 1,000
Glendale			
KIEV	850—D	250	----
Long Beach			
KFOX	1250	1,000	1,000
KGER	1360	1,000	1,000
Los Angeles			
KECA	780	5,000	1,000
KFAC	1300	1,000	1,000
KFI	640	50,000	50,000
§KFSG	1120	2,500	1,000
KFVD	1000	1,000	L-1,000
KFWB	950	5,000	5,000
KGFJ	1200	100	100
KHJ	900	5,000	1,000
KMPC	710	5,000	1,000
KMTR	570	1,000	1,000
KNX	1050	50,000	50,000
KRKD	1120	2,500	1,000
Merced			
KYOS	1040—D	250	----
Modesto			
KTRB	740—D	250	----
Monterey			
KDON	1210	100	100
Oakland			
KLS	1280	250	250
KLX	880	1,000	1,000
KROW	930	1,000	1,000
Pasadena			
§KPPC	1210	100	100

WICC	600	1,000	500
Hartford			
WDRC	1330	5,000 5,000	1,000 *5,000
WTHT	1200	250	100
WTIC	1060 ‡1040	50,000	50,000
New Britain			
WNBC	1380	1,000	1,000
New Haven			
WELI	930	500	250
New London			
WNLC	1500	100	100
Waterbury			
WATR	1290	250	250
WBRY	1530	1,000	1,000

DELAWARE

Wilmington			
WDEL	1120	1,000	250
WILM	1420	250	250

DISTRICT OF COLUMBIA

Washington			
WJSV	1460	10,000 *50,000	10,000 *50,000
WMAL	630	500 *5,000	250 *5,000
WOL	1230	1,000	1,000
WRC	950	5,000 5,000	1,000 *5,000

FLORIDA

Daytona Beach			
WMFJ	1420	250	250
Ft. Lauderdale			
WFTL	1370	250	100
Ft. Myers			
†WFTM	1210	250	250
Gainesville			
WRUF	830	5,000	L-5,000
Jacksonville			
WJAX	900	5,000	1,000
†WJHP	1290	250	250
WMBR	1370	250	250
Lakeland			
WLAK	1310	250	250
Miami			
WIOD	610	1,000	1,000
WQAM	560	1,000	1,000
Miami Beach			
WKAT	1500	250	250
Ocala			
WTMC	1500	100	100
Orlando			
WDBO	580	5,000	1,000
Panama City			
†WDLP	1200	250	100
Pensacola			
WCOA	1340	1,000	500
St. Augustine			
WFOY	1210	250	250
St. Petersburg			
WSUN	620	5,000	1,000
WTSP	1370	250	250
Sarasota			
WSPB	1420	250	100
Tallahassee			
WTAL	1310	250	100
Tampa			
WDAE	1220	5,000 5,000	1,000 *5,000
WFLA	620	5,000	1,000
West Palm Beach			
WJNO	1200	250	250

GEORGIA

Albany			
WGPC	1420	100	100
Athens			
WGAU	1310	250	250
Atlanta			
WAGA	1450	1,000	500
WATL	1370	250	250
WGST	890	5,000	1,000
WSB	740	50,000	50,000
Augusta			
WRDW	1500	250	250

WSOY	1310	250	100
East St. Louis			
WTMV	1500	250	250
Galesburg			
WGIL	1500	250	250
Harrisburg			
WEBQ	1210	250	250
Herrin			
†WJPF	1310	250	100
Joliet			
WCLS	1310	100	100
Peoria			
WMBD	1440	5,000	1,000
Quincy			
WTAD	900—D	1,000	----
Rockford			
WROK	1410	1,000	500
Rock Island			
WHBF	1240	1,000	1,000
Springfield			
WCBS	1420	250	250
WTAX	1210	100	100
Tuscola			
WDZ	1020—D	1,000	----
Urbana			
§WILL	580—D	5,000	----

INDIANA

Anderson			
WHBU	1210	250	100
Elkhart			
WTRC	1310	250	250
Evansville			
WEOA	1370	250	250
WGBF	630	1,000	500
Fort Wayne			
WGL	1370	250	250
WOWO	1160	10,000	10,000
Gary			
WIND	560	5,000	1,000
Hammond			
WHIP	1480—D	5,000	----
WWAE	1200	100	100
Indianapolis			
WFBM	1230	5,000	1,000
WIBC	1050—D	1,000	
WIRE	1400	5,000	5,000
Muncie			
WLBC	1310	250	250
New Albany			
WGRC	1370	250	250
Richmond			
WKBV	1500	100	100
South Bend			
WFAM	1200	100	100
WSBT	1360	500	500
Terre Haute			
WBOW	1200	250	250
Vincennes			
†WAOV	1420	100	100
West LaFayette			
§WBAA	890	1,000	500

IOWA

Ames			
§WOI	640—D	5,000	----
Boone			
§KFGO	1370—D	100	----
Cedar Rapids			
WMT	600	5,000	1,000
Davenport			
WOC	1370	250	250
Decorah			
§KWLC	1270—D	100	----
Des Moines			
KRNT	1320	5,000	1,000
KSO	1430	5,000	1,000
WHO	1000	50,000	50,000
Dubuque			
†KDTH	1340—D	500	----
WKBB	1500	250	250
Ft. Dodge			
KVFD	1370	250	100
Iowa City			
§WSUI	880	1,000 *5,000	500 *1,000

XUM

WABI	1200	250	250
WLBZ	620	1,000	500
Lewiston			
WCOU	1210	250	250
Portland			
WCSH	940	2,500	1,000
WGAN	640	500	L-500
Presque Isle			
WAGM	1420	100	100

MARYLAND

Baltimore			
WBAL	1060 ‡760	10,000 ----	10,000 ‡2,500
WCAO	600	1,000	500
WCBM	1370	250	250
WFBR	1270	5,000	1,000
Cumberland			
WTBO	800—D	250	----
Frederick			
WFMD	900—D	500	----
Hagerstown			
WJEJ	1210	250	250
Salisbury			
WSAL	1200—D	250	----

MASSACHUSETTS

Boston			
WAAB	1410	1,000	1,000
WBZ	990	50,000	50,000
WCOP	1120—D	500	
WEEI	590	5,000	5,000
WHDH	830—D	1,000	----
WMEX	1500 *1470	250 *5,000	250 *5,000
WNAC	1230	5,000	1,000
WORL	920—D	500	----
Fall River			
WSAR	1450	1,000	1,000
Greenfield			
WHAI	1210	250	250
Lawrence.			
WLAW	680—D	1,000	----
Lowell			
WLLH	1370	250	250
New Bedford			
WNBH	1310	250	250
Pittsfield			
WBRK	1310	250	250
Salem			
WESX	1200	100	100
Springfield			
WBZA	990	1,000	1,000
WMAS	1420	250	250
WSPR	1140	500	L-500
Worcester			
WORC	1280	500	500
WTAG	580	1,000 *5,000	1,000 1,000
Yarmouth			
†WOCB	1210	250	250

MICHIGAN

Battle Creek			
WELL	1420	100	100
Bay City			
WBCM	1410	1,000	500
Calumet			
WHDF	1370	250	250
Detroit			
WJBK	1500	250	250
WJR	750	50,000	50,000
WMBC	1420	250	250
WWJ	920	5,000	1,000
WXYZ	1240	5,000	1,000
CKLW	1030	5,000	5,000
(Windsor, Ont.)			
East Lansing			
§WKAR	850—D	1,000 *5,000	----
Flint			
WFDF	1310	100	100
Grand Rapids			
WOOD-WASH	1270	500	500
Ironwood			
WJMS	1420	250	250
Jackson			
WIBM	1370	250	250
Kalamazoo			
WKZO	590—D	1,000 1,000	---- *1,000
Lansing			
WJIM	1210	250	250

St. Louis			
§KFUO	550	1,000	500
KMOX	1090	50,000	50,000
KSD	550	5,000	1,000
KWK	1350	5,000	1,000
KXOK	1250	1,000	1,000
WEW	760—D	1,000	-
WIL	1200	250	250
WTMV	1500	250	250
Sedalia			
KDRO	1500	250	250
Springfield			
KGBX	1230	500	500
KWTO	560—D	5,000	----

MONTANA

Billings			
KGHL	780	5,000	1,000
Bozeman			
KRBM	1420	250	250
Butte			
KGIR	1340	5,000	5,000
Great Falls			
KFBB	1280	5,000	1,000
Helena			
KPFA	1210	250	250
Kalispell			
KGEZ	1310	100	100
Missoula			
KGVO	1260	5,000	1,000
Wolf Point			
KGCX	1450	1,000	1,000

NEBRASKA

Fremont			
KORN	1370	250	100
Grand Island			
KMMJ	740	1,000	L-1,000
Hastings			
†KHAS	1200	250	250
Kearney			
KGFW	1310	250	250
Lincoln			
KFAB	770	10,000	10,000
KFOR	1210	250	100
Norfolk			
WJAG	1060	1,000	L-1,000
North Platte			
KGNF	1430—D	1,000	----
Omaha			
KOIL	1260	5,000	1,000
KOWH	660—D	500	
WOW	590	5,000	5,000
Scottsbluff			
KGKY	1500	250	250

NEVADA

Reno			
KOH	1380 *630	500 *1,000	500 *1,000

NEW HAMPSHIRE

Keene			
WKNE	1260	1,000	1,000
Laconia			
WLNH	1310	250	250
Manchester			
WFEA	1340	1,000	500
Portsmouth			
WHEB	740—D	250	----

NEW JERSEY

Asbury Park			
WCAP	1280	500	500
Atlantic City			
WBAB	1200	250	100
Bridgeton			
WSNJ	1210	250	250
Camden			
WCAM	1280	500	500
Jersey City			
WAAT	940—D	500	-
WHOM	1450	250	250
Newark			
WHBI	1250	2,500	1,000
WOR	710	50,000	50,000
Red Bank			
WBRB	1210	100	100

WHAZ	1300	1,000	1,000
†WTRY	950—D	1,000	----
Utica			
WIBX	1200	250	250
White Plains			
WFAS	1210	100	100

NORTH CAROLINA

Asheville			
WISE	1370	250	250
WWNC	570	1,000	1,000
Charlotte			
WBT	1080	50,000	50,000
WSOC	1210	250	100
Durham			
WDNC	1500	250	250
Elizabeth City			
WCNC	1370	250	250
Fayetteville			
†WFNC	1340—D	250	----
Gastonia			
WGNC	1420	250	250
Goldsboro			
WGBR	1370	250	250
Greensboro			
WBIG	1440	5,000	1,000
Greenville			
†WGTC	1500—D	250	----
Hickory			
†WHKY	1370	250	250
High Point			
WMFR	1200	250	250
Kinston			
WFTC	1200	250	250
Raleigh			
WPTF	680	5,000	5,000
WRAL	1210	250	250
Rocky Mount			
WEED	1420	250	250
Salisbury			
WSTP	1500	250	250
Wilmington			
WMFD	1370	250	100
Wilson			
WGTM	1310	250	250
Winston-Salem			
WAIR	1250—D	250	----
WSJS	1310	250	250

NORTH DAKOTA

Bismarck			
KFYR	550	5,000	1,000
Devils Lake			
KDLR	1210	250	250
Fargo			
WDAY	940	5,000	1,000
Grand Forks			
KFJM	1410	1,000	500
Jamestown			
KRMC	1370	250	250
Mandan			
KGCU	1240	250	250
Minot			
KLPM	1360	1,000	500
Valley City			
KOVC	1500	250	250

OHIO

Akron			
WADC	1320	5,000	1,000
†WAKR	1530	1,000	1,000
WJW	1210	250	250
Ashtabula			
WICA	940—D	250 *500	---- ----
Canton			
WHBC	1200	250	250
Cincinnati			
WCKY	1490	50,000	50,000
WCPO	1200	250	250
WKRC	550	5,000	1,000
WLW	700	50,000	50,000
WSAI	1330	5,000 5,000	1,000 *5,000
Cleveland			
WCLE	610—D	500	--
WGAR	1450	5,000	1,000
WHK	1390	5,000	1,000
WTAM	1070	50,000	50,000

,000	500
250	250
,500	1,000
500	L-500
100	100
,000	10,000
	‡2,500
,000	500
250	250
,000	1,000
250	----
500	----
250	250
250	----
TTS	
,000	1,000
,000	50,000
500	
,000	5,000
,000	----
250	250
,000	*5,000
,000	1,000
500	----
,000	1,000
250	250
,000	----
250	250
250	250
250	250
100	100
,000	1,000
250	250
500	L-500
500	500
,000	1,000
,000	1,000
250	250
100	100
,000	500
250	250
250	250
0,000	50,000
250	250
5,000	1,000
5,000	1,000
5,000	5,000
1,000	----
5,000	
100	100
500	500
250	250
250	250
1,000	----
1,000	*1,000
250	250
250	250
250	250
250	250

St. Louis			
§KFUO	550	1,000	500
KMOX	1090	50,000	50,000
KSD	550	5,000	1,000
KWK	1350	5,000	1,000
KXOK	1250	1,000	1,000
WEW	760—D	1,000	–
WIL	1200	250	250
WTMV	1500	250	250
Sedalia			
KDRO	1500	250	250
Springfield			
KGBX	1230	500	500
KWTO	560—D	5,000	----

MONTANA

Billings			
KGHL	780	5,000	1,000
Bozeman			
KRBM	1420	250	250
Butte			
KGIR	1340	5,000	5,000
Great Falls			
KFBB	1280	5,000	1,000
Helena			
KPFA	1210	250	250
Kalispell			
KGEZ	1310	100	100
Missoula			
KGVO	1260	5,000	1,000
Wolf Point			
KGCX	1450	1,000	1,000

NEBRASKA

Fremont			
KORN	1370	250	100
Grand Island			
KMMJ	740	1,000	L-1,000
Hastings			
†KHAS	1200	250	250
Kearney			
KGFW	1310	250	250
Lincoln			
KFAB	770	10,000	10,000
KFOR	1210	250	100
Norfolk			
WJAG	1060	1,000	L-1,000
North Platte			
KGNF	1430—D	1,000	----
Omaha			
KOIL	1260	5,000	1,000
KOWH	660—D	500	
WOW	590	5,000	5,000
Scottsbluff			
KGKY	1500	250	250

NEVADA

Reno			
KOH	1380	500	500
	*630	*1,000	*1,000

NEW HAMPSHIRE

Keene			
WKNE	1260	1,000	1,000
Laconia			
WLNH	1310	250	250
Manchester			
WFEA	1340	1,000	500
Portsmouth			
WHEB	740—D	250	----

NEW JERSEY

Asbury Park			
WCAP	1280	500	500
Atlantic City			
WBAB	1200	250	100
Bridgeton			
WSNJ	1210	250	250
Camden			
WCAM	1280	500	500
Jersey City			
WAAT	940—D	500	–
WHOM	1450	250	250
Newark			
WHBI	1250	2,500	1,000
WOR	710	50,000	50,000
Red Bank			
WBRB	1210	100	100
Trenton			

WHAZ	1300	1,000	1,000
†WTRY	950—D	1,000	----
Utica			
WIBX	1200	250	250
White Plains			
WFAS	1210	100	100

NORTH CAROLINA

Asheville			
WISE	1370	250	250
WWNC	570	1,000	1,000
Charlotte			
WBT	1080	50,000	50,000
WSOC	1210	250	100
Durham			
WDNC	1500	250	250
Elizabeth City			
WCNC	1370	250	250
Fayetteville			
†WFNC	1340—D	250	----
Gastonia			
WGNC	1420	250	250
Goldsboro			
WGBR	1370	250	250
Greensboro			
WBIG	1440	5,000	1,000
Greenville			
†WGTC	1500—D	250	----
Hickory			
†WHKY	1370	250	250
High Point			
WMFR	1200	250	250
Kinston			
WFTC	1200	250	250
Raleigh			
WPTF	680	5,000	5,000
WRAL	1210	250	250
Rocky Mount			
WEED	1420	250	250
Salisbury			
WSTP	1500	250	250
Wilmington			
WMFD	1370	250	100
Wilson			
WGTM	1310	250	250
Winston-Salem			
WAIR	1250—D	250	----
WSJS	1310	250	250

NORTH DAKOTA

Bismarck			
KFYR	550	5,000	1,000
Devils Lake			
KDLR	1210	250	250
Fargo			
WDAY	940	5,000	1,000
Grand Forks			
KFJM	1410	1,000	500
Jamestown			
KRMC	1370	250	250
Mandan			
KGCU	1240	250	250
Minot			
KLPM	1360	1,000	500
Valley City			
KOVC	1500	250	250

OHIO

Akron			
WADC	1320	5,000	1,000
†WAKR	1530	1,000	1,000
WJW	1210	250	250
Ashtabula			
WICA	940—D	250	----
		*500	----
Canton			
WHBC	1200	250	250
Cincinnati			
WCKY	1490	50,000	50,000
WCPO	1200	250	250
WKRC	550	5,000	1,000
WLW	700	50,000	50,000
WSAI	1330	5,000	1,000
		5,000	*5,000
Cleveland			
WCLE	610—D	500	--
WGAR	1450	5,000	1,000
WHK	1390	5,000	1,000
WTAM	1070	50,000	50,000
Columbus			

WEST	1200	250	250
Erie			
WLEU	1420	250	250
Greensburg			
WHJB	620—D	250	----
Grove City			
§WSAJ	1310	100	100
Harrisburg			
WHP	1430	5,000	1,000
WKBO	1200	250	100
Hazleton			
WAZL	1420	250	250
Johnstown			
WJAC	1370	250	250
Lancaster			
WGAL	1500	250	250
New Castle			
WKST	1250—D	1,000	----
Philadelphia			
KYW	1020	10,000	10,000
WCAU	1170	50,000	50,000
WDAS	1370	250	250
WFIL	560	1,000	1,000
WHAT	1310	100	100
WIBG	970—D	100	----
WIP	610	1,000	1,000
		*5,000	*5,000
WPEN	920	1,000	1,000
WTEL	1310	100	100
Pittsburgh			
KDKA	980	50,000	50,000
KQV	1380	1,000	1,000
WCAE	1220	5,000	1,000
		5,000	*5,000
WJAS	1290	5,000	1,000
WWSW	1500	250	250
Reading			
WEEU	830—D	1,000	----
WRAW	1310	100	100
Scranton			
WGBI	880	1,000	500
§WQAN	880	1,000	500
Sharon			
WPIC	780—D	250	----
Sunbury			
WKOK	1210	100	100
Uniontown			
WMBS	1420	250	250
Wilkes-Barre			
WBAX	1210	100	100
WBRE	1310	250	250
Williamsport			
WRAK	1370	250	250
York			
WORK	1320	1,000	1,000

RHODE ISLAND

Providence			
WEAN	780	5,000	1,000
WJAR	890	5,000	1,000
WPRO	630	1,000	500
		*5,000	*5,000

SOUTH CAROLINA

Anderson			
WAIM	1200	100	100
Charleston			
WCSC	1360	1,000	500
WTMA	1210	250	250
Columbia			
WCOS	1370	250	250
WIS	560	5,000	1,000
Florence			
WOLS	1200	250	250
Greenville			
WFBC	1300	5,000	1,000
		5,000	*5,000
Spartanburg			
†WORD	1370	250	100
WSPA	920—D	1,000	----
Sumter			
†WFIG	1310	250	100

SOUTH DAKOTA

Aberdeen			
KABR	1390	1,000	500
Brookings			
§KFDY	780—D	1,000	----
Pierre			
KGFX	630—D	200	----
Rapid City			

XUM

KRBA	1310—D	250	----
Midland			
KRLH	1420	100	100
Palestine			
KNET	1420—D	100	----
Pampa			
KPDN	1310	100	100
Paris			
KPLT	1500	250	250
Pecos			
KIUN	1370	100	100
Plainview			
†KWBD	1200—D	100	----
Port Arthur			
KPAC	1260	500	----
	*1220	500	*500
San Angelo			
KGKL	1370	250	250
San Antonio			
KABC	1420	250	250
KMAC	1370	250	250
KONO	1370	250	250
KTSA	550	5,000	1,000
WOAI	1190	50,000	50,000
Sherman			
KRRV	1310—D	250	----
	*880	*1,000	*1,000
Sweetwater			
KXOX	1210—D	250	----
Temple			
KTEM	1370	250	250
Texarkana			
KCMC	1420	250	250
Tyler			
KGKB	1500	250	250
Vernon			
KVWC	1500	250	250
Victoria			
KVIC	1310	250	100
Waco			
WACO	1420	250	250
Weslaco			
KRGV	1260	1,000	1,000
Wichita Falls			
KWFT	620	1,000	250

WASHINGTON

Aberdeen			
KXRO	1310	250	250
Bellingham			
KVOS	1200	250	250
Centralia			
KELA	1440	1,000	1,000
Everett			
KRKO	1370	50	50
Longview			
KWLK	780—D	250	----
Olympia			
KGY	1210	100	100
Pullman			
§KWSC	1220	5,000	5,000
Seattle			
KEEN	1370	100	100
KIRO	710	1,000	1,000
KJR	970	5,000	5,000
KOL	1270	5,000	1,000
KOMO	920	5,000	1,000
KRSC	1120	250	250
		*1,000	*1,000
§KTW	1220	1,000	1,000
KXA	760	500	L-250
		*1,000	*L-1,000
Spokane			
KFIO	1120—D	100	----
KFPY	890	5,000	5,000
KGA	1470	5,000	5,000
KHQ	590	5,000	5,000
Tacoma			
KMO	1330	1,000	1,000
KVI	570	5,000	1,000
Vancouver			
KVAN	880—D	250	----
Walla Walla			
KUJ	1370	100	100
Wenatchee			
KPQ	1500	250	250
Yakima			
KIT	1250	1,000	1,000

WDSM	1200	100	100
Wausau			
WSAU	1370	250	250

WYOMING

Casper			
KDFN	1440	500	500
Rock Springs			
KVRS	1370	250	250
Sheridan			
KWYO	1370	250	250

U. S. Possessions

ALASKA

Anchorage			
KFQD	780	250	250
Fairbanks			
KFAR	610	1,000	1,000
Juneau			
KINY	1430	1,000	1,000
Ketchikan			
KGBU	900	500	500

HAWAII

Hilo			
KHBC	1200	250	250
Honolulu			
KGMB	1320	1,000	1,000
	*590	*5,000	*5,000
KGU	750	2,500	L-2,500
Lihue			
†KTOH	1500	250	100

PUERTO RICO

Mayaguez			
WPRA	1370	250	100
	*780	*2,500	*1,000
Ponce			
†WPAB	1340	1,000	1,000
WPRP	1420	250	250
San Juan			
WKAQ	1240	1,000	1,000
WNEL	1290	2,500	1,000

BROADCAST STATIONS OF CANADA

(Revised to January 1, 1940; † Indicates station not yet in operation)

ALBERTA

City	*Frequency in Kilocycles*	*Day Power (Watts)*	*Night Power (Watts)*
Calgary			
CFAC	930	1,000	1,000
CFCN	1030	10,000	10,000
CJCJ	690	100	100
Edmonton			
CFRN	960	100	100
CJCA	730	1,000	1,000
§CKUA	580	500	500
Grande Prairie			
CFGP	1200	100	100
Lethbridge			
CJOC	1210	100	100

BRITISH COLUMBIA

City	*Frequency in Kilocycles*	*Day Power (Watts)*	*Night Power (Watts)*
Chilliwack			
CHWK	780	100	100
Kamloops			
CFJC	880	1,000	1,000
Kelowna			
CKOV	630	1,000	1,000
Nelson			
CKLN	1420	100	100
Prince Rupert			
CFPR	580	50	50

NOVA SCOTIA

City	*Frequency in Kilocycles*	*Day Power (Watts)*	*Night Power (Watts)*
Halifax			
CHNS	930	1,000	1,000
†CJHC	1290	1,000	1,000
Sydney			
CJCB	1240	1,000	1,000
Wolfville			
§CKIC	1010	50	50
Yarmouth			
CJLS	1310	100	100

ONTARIO

City	*Frequency in Kilocycles*	*Day Power (Watts)*	*Night Power (Watts)*
Brantford			
CKPC	930	100	100
Chatham			
CFCO	630	100	100
Cobalt			
CKMC	1210	50	50
Fort William-Port Arthur			
CKPR	580	1,000	1,000
Hamilton			
CHML	1010	100	100
CKOC	1120	1,000	500
Kenora			
CKCA	1420	250	100
Kingston			
CFRC	1510	100	100

PRINCE EDWARD ISLAND

City	*Frequency in Kilocycles*	*Day Power (Watts)*	*Night Power (Watts)*
Charlottetown			
CFCY	630	1,000	1,000
CHCK	1310	50	50
Summerside			
CHGS	1450	50	50

QUEBEC

City	*Frequency in Kilocycles*	*Day Power (Watts)*	*Night Power (Watts)*
Chicoutimi			
CBJ	1120	100	100
Hull			
CKCH	1210	100	100
Montreal			
CBF	910	50,000	50,000
CBM	960	5,000	5,000
CFCF	600	500	500
CHLP	1120	100	100
CKAC	730	5,000	5,000
New Carlisle			
CHNC	610	1,000	1,000
Quebec			
CBV	950	1,000	1,000
CHRC	580	100	100
CKCY	1310	100	100

XUM

MC		1,000	
Berkeley			
KRE	1370	250	250
Chico			
KHSL	1260	250 *1,000	250 *500
El Centro			
KXO	1500	100	100
Eureka			
KIEM	1450	1,000	500
Fresno			
KARM	1310	250	250
KMJ	580	1,000 *5,000	1,000 1,000
Glendale			
KIEV	850—D	250	----
Long Beach			
KFOX	1250	1,000	1,000
KGER	1360	1,000	1,000
Los Angeles			
KECA	780	5,000	1,000
KFAC	1300	1,000	1,000
KFI	640	50,000	50,000
§KFSG	1120	2,500	1,000
KFVD	1000	1,000	L-1,000
KFWB	950	5,000	5,000
KGFJ	1200	100	100
KHJ	900	5,000	1,000
KMPC	710	5,000	1,000
KMTR	570	1,000	1,000
KNX	1050	50,000	50,000
KRKD	1120	2,500	1,000
Merced			
KYOS	1040—D	250	----
Modesto			
KTRB	740—D	250	----
Monterey			
KDON	1210	100	100
Oakland			
KLS	1280	250	250
KLX	880	1,000	1,000
KROW	930	1,000	1,000
Pasadena			
§KPPC	1210	100	100
Redding			
KVCV	1200	250	250
Sacramento			
KFBK	1490	10,000	10,000
KROY	1210	100	100
San Bernardino			
KFXM	1210	100	100
San Diego			
KFSD	600	1,000	1,000
KGB	1330	1,000 *5,000	1,000 *5,000
San Francisco			
KFRC	610	5,000 5,000	1,000 *5,000
KGO	790	7,500	7,500
KJBS	1070	500	L-500
KPO	680	50,000	50,000
KSAN	1420	250	250
KSFO	560	5,000	1,000
KYA	1230	5,000	1,000
San Jose			
KQW	1010	5,000	1,000
San Luis Obispo			
KVEC	1200	250	250
Santa Ana			
KVOE	1500	100	100
Santa Barbara			
KDB	1500	250	100
KTMS	1220	500	500
Santa Rosa			
KSRO	1310	250	250
Stockton			
KGDM	1100—D	1,000	----
KWG	1200	100	100
Visalia			
KTKC	890	1,000	1,000
Watsonville			
KHUB	1310	250	250

W		250	250
Miami			
WIOD	610	1,000	1,000
WQAM	560	1,000	1,000
Miami Beach			
WKAT	1500	250	250
Ocala			
WTMC	1500	100	100
Orlando			
WDBO	580	5,000	1,000
Panama City			
†WDLP	1200	250	100
Pensacola			
WCOA	1340	1,000	500
St. Augustine			
WFOY	1210	250	250
St. Petersburg			
WSUN	620	5,000	1,000
WTSP	1370	250	250
Sarasota			
WSPB	1420	250	100
Tallahassee			
WTAL	1310	250	100
Tampa			
WDAE	1220	5,000 5,000	1,000 *5,000
WFLA	620	5,000	1,000
West Palm Beach			
WJNO	1200	250	250

GEORGIA

Albany			
WGPC	1420	100	100
Athens			
WGAU	1310	250	250
Atlanta			
WAGA	1450	1,000	500
WATL	1370	250	250
WGST	890	5,000	1,000
WSB	740	50,000	50,000
Augusta			
WRDW	1500	250	250
Brunswick			
†WMOG	1500	250	100
Columbus			
WRBL	1200	250	250
Cordele			
†WMJM	1500	250	100
Griffin			
WKEU	1500—D	100	----
Macon			
WMAZ	1180	5,000	L-1,000
Moultrie			
WMGA	1370	250	250
Rome			
WRGA	1500	250	250
Savannah			
WSAV	1310	100	100
WTOC	1260	5,000	1,000
Thomasville			
WPAX	1210	250	250
Waycross			
WAYX	1200	250	250

IDAHO

Boise			
KIDO	1350	2,500	1,000
Idaho Falls			
KID	1320	5,000	500
Lewiston			
KRLC	1390	250	250
Nampa			
KFXD	1200	250	250
Pocatello			
KSEI	900	1,000	250
Twin Falls			
KTFI	1240	1,000	1,000
Wallace			
KWAL	1420	250	100

WFBM	1230	5,000	1,000
WIBC	1050—D	1,000	
WIRE	1400	5,000	5,000
Muncie			
WLBC	1310	250	250
New Albany			
WGRC	1370	250	250
Richmond			
WKBV	1500	100	100
South Bend			
WFAM	1200	100	100
WSBT	1360	500	500
Terre Haute			
WBOW	1200	250	250
Vincennes			
†WAOV	1420	100	100
West LaFayette			
§WBAA	890	1,000	500

IOWA

Ames			
§WOI	640—D	5,000	----
Boone			
§KFGO	1370—D	100	----
Cedar Rapids			
WMT	600	5,000	1,000
Davenport			
WOC	1370	250	250
Decorah			
§KWLC	1270—D	100	----
Des Moines			
KRNT	1320	5,000	1,000
KSO	1430	5,000	1,000
WHO	1000	50,000	50,000
Dubuque			
†KDTH	1340—D	500	----
WKBB	1500	250	250
Ft. Dodge			
KVFD	1370	250	100
Iowa City			
§WSUI	880	1,000 *5,000	500 *1,000
Marshalltown			
KFJB	1200	250	250
Mason City			
KGLO	1210	250	250
Shenandoah			
KFNF	890	1,000 *5,000	500 *1,000
KMA	930	5,000	1,000
Sioux City			
KSCJ	1330	5,000 5,000	1,000 *5,000
KTRI	1420	250	250

KANSAS

Atchison			
KVAK	1420	100	100
Coffeyville			
KGGF	1010	1,000	1,000
Dodge City			
KGNO	1340	250 *1,000	250
Emporia			
KTSW	1370	250	250
Garden City			
KIUL	1210	100	100
Great Bend			
KVGB	1370	250	250
Hutchinson			
KWBG	1420	250	250
Kansas City			
KCKN	1310	250	250
Lawrence			
§KFKU	1220	5,000	1,000
WREN	1220	5,000	1,000
Manhattan			
§KSAC	580	1,000	500

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1,000
1,000
500

Salem			
WESX	1200	100	100
Springfield			
WBZA	990	1,000	1,000
WMAS	1420	250	250
WSPR	1140	500	L-500
Worcester			
WORC	1280	500	500
WTAG	580	1,000	1,000
		*5,000	1,000
Yarmouth			
†WOCB	1210	250	250

MICHIGAN

Battle Creek			
WELL	1420	100	100
Bay City			
WBCM	1410	1,000	500
Calumet			
WHDF	1370	250	250
Detroit			
WJBK	1500	250	250
WJR	750	50,000	50,000
WMBC	1420	250	250
WWJ	920	5,000	1,000
WXYZ	1240	5,000	1,000
CKLW	1030	5,000	5,000
(Windsor, Ont.)			
East Lansing			
§WKAR	850—D	1,000	----
		*5,000	
Flint			
WFDF	1310	100	100
Grand Rapids			
WOOD-WASH	1270	500	500
Ironwood			
WJMS	1420	250	250
Jackson			
WIBM	1370	250	250
Kalamazoo			
WKZO	590—D	1,000	----
		1,000	*1,000
Lansing			
WJIM	1210	250	250
Lapeer			
§WMPC	1200	250	250
Marquette			
WDMJ	1310	250	250
Muskegon			
WKBZ	1500	250	250
Pontiac			
WCAR	1100—D	1,000	----
Port Huron			
WHLS	1370	250	250
Royal Oak			
WEXL	1310	50	50
Saginaw			
†WHAL	950—D	500	----
†WSAM	1200	250	100
Sault Ste. Marie			
†WSOO	1200	250	100

MINNESOTA

Albert Lea			
KATE	1420	250	250
Duluth			
KDAL	1500	250	100
WEBC	1290	5,000	1,000
Fergus Falls			
KGDE	1200	250	100
Hibbing			
WMFG	1210	250	250
Mankato			
KYSM	1500	250	250
Minneapolis-St. Paul			
KSTP	1460	50,000	10,000
		*50,000	*50,000
WCCO	810	50,000	50,000
WDGY	1180	5,000	L-1,000
§WLB	760—D	5,000	----
WMIN	1370	250	250
WTCN	1250	5,000	1,000

North Platte			
KGNF	1430—D	1,000	----
Omaha			
KOIL	1260	5,000	1,000
KOWH	660—D	500	
WOW	590	5,000	5,000
Scottsbluff			
KGKY	1500	250	250

NEVADA

Reno			
KOH	1380	500	500
	*630	*1,000	*1,000

NEW HAMPSHIRE

Keene			
WKNE	1260	1,000	1,000
Laconia			
WLNH	1310	250	250
Manchester			
WFEA	1340	1,000	500
Portsmouth			
WHEB	740—D	250	----

NEW JERSEY

Asbury Park			
WCAP	1280	500	500
Atlantic City			
WBAB	1200	250	100
Bridgeton			
WSNJ	1210	250	250
Camden			
WCAM	1280	500	500
Jersey City			
WAAT	940—D	500	-
WHOM	1450	250	250
Newark			
WHBI	1250	2,500	1,000
WOR	710	50,000	50,000
Red Bank			
WBRB	1210	100	100
Trenton			
WTNJ	1280	500	500
Zarephath			
§WAWZ	1350	1,000	1,000

NEW MEXICO

Albuquerque			
KGGM	1230	1,000	1,000
KOB	1180	10,000	10,000
Carlsbad			
KLAH	1210	250	250
Clovis			
KICA	1370	100	100
Gallup			
KAWM	1500	250	100
Hobbs			
KWEW	1500—D	100	----
Roswell			
KGFL	1370	100	100
Santa Fe			
KVSF	1310	100	100

NEW YORK

Albany			
WABY	1370	250	250
WOKO	1430	1,000	500
Auburn			
WMBO	1310	250	250
Binghamton			
WNBF	1500	250	250
Brooklyn			
WARD	1400	500	500
WBBC	1400	500	500
§WBBR	1300	1,000	1,000
WCNW	1500	250	100
WLTH	1400	500	500
WVFW	1400	500	500

WSJS	1310	250	250

NORTH DAKOTA

Bismarck			
KFYR	550	5,000	1,000
Devils Lake			
KDLR	1210	250	250
Fargo			
WDAY	940	5,000	1,000
Grand Forks			
KFJM	1410	1,000	500
Jamestown			
KRMC	1370	250	250
Mandan			
KGCU	1240	250	250
Minot			
KLPM	1360	1,000	500
Valley City			
KOVC	1500	250	250

OHIO

Akron			
WADC	1320	5,000	1,000
†WAKR	1530	1,000	1,000
WJW	1210	250	250
Ashtabula			
WICA	940—D	250	----
		*500	----
Canton			
WHBC	1200	250	250
Cincinnati			
WCKY	1490	50,000	50,000
WCPO	1200	250	250
WKRC	550	5,000	1,000
WLW	700	50,000	50,000
WSAI	1330	5,000	1,000
		5,000	*5,000
Cleveland			
WCLE	610—D	500	--
WGAR	1450	5,000	1,000
WHK	1390	5,000	1,000
WTAM	1070	50,000	50,000
Columbus			
WBNS	1430	5,000	1,000
WCOL	1210	100	100
WHKC	640	500	L-500
§WOSU	570	1,000	1,000
Dayton			
WHIO	1260	5,000	1,000
WING	1380	500	250
Lima			
WLOK	1210	100	100
Mansfield			
WMAN	1370—D	250	----
Portsmouth			
WPAY	1370	100	100
Toledo			
WSPD	1340	5,000	1,000
		5,000	*5,000
WTOL	1200	250	250
Youngstown			
WFMJ	1420	250	250
WKBN	570	1,000	500
Zanesville			
WHIZ	1210	100	100
		*250	*250

OKLAHOMA

Ada			
KADA	1200	100	100
Ardmore			
KVSO	1210	250	100
Elk City			
KASA	1210	100	100
Enid			
KCRC	1360	250	250
Muskogee			
KBIX	1500	100	100
Norman			
§WNAD	1010	1,000	1,000

Wilkes-B
WBAX .
WBRE .
Williamspo
WRAK .
York
WORK .

Providence
WEAN .
WJAR .
WPRO .

Anderson
WAIM
Charlesto
WCSC
WTMA
Columbia
WCOS
WIS .
Florence
WOLS
Greenvil
WFB
Spartan
†WOR
WSP
Sumter
†WFIG

Aberdee
KAB
Brookin
§KFDY
Pierre
KGFX
Rapid C
KOBH
§WCAT
Sioux F
KELO
KSOO
Vermilli
§KUSD
Waterto
†KWAT
Yankton
WNA

Bristol
WOPI
Chattano
WAPO
WDOD
Cookevill
†WHUB
Jackson
WTJS
Johnson
WJHL
Knoxville
WNOX
WROL
Memphis
WHBQ
WMC .
WMPS
WREC
Nashville
WLAC
WSIX
WSM .

XUM

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*50,000
50,000
L-1,000

250
1,000

North Platte			
KGNF	1430—D	1,000	----
Omaha			
KOIL	1260	5,000	1,000
KOWH	660—D	500	
WOW	590	5,000	5,000
Scottsbluff			
KGKY	1500	250	250

NEVADA

Reno			
KOH	1380	500	500
	*630	*1,000	*1,000

NEW HAMPSHIRE

Keene			
WKNE	1260	1,000	1,000
Laconia			
WLNH	1310	250	250
Manchester			
WFEA	1340	1,000	500
Portsmouth			
WHEB	740—D	250	----

NEW JERSEY

Asbury Park			
WCAP	1280	500	500
Atlantic City			
WBAB	1200	250	100
Bridgeton			
WSNJ	1210	250	250
Camden			
WCAM	1280	500	500
Jersey City			
WAAT	940—D	500	-
WHOM	1450	250	250
Newark			
WHBI	1250	2,500	1,000
WOR	710	50,000	50,000
Red Bank			
WBRB	1210	100	100
Trenton			
WTNJ	1280	500	500
Zarephath			
§WAWZ	1350	1,000	1,000

NEW MEXICO

Albuquerque			
KGGM	1230	1,000	1,000
KOB	1180	10,000	10,000
Carlsbad			
KLAH	1210	250	250
Clovis			
KICA	1370	100	100
Gallup			
KAWM	1500	250	100
Hobbs			
KWEW	1500—D	100	----
Roswell			
KGFL	1370	100	100
Santa Fe			
KVSF	1310	100	100

NEW YORK

Albany			
WABY	1370	250	250
WOKO	1430	1,000	500
Auburn			
WMBO	1310	250	250
Binghamton			
WNBF	1500	250	250
Brooklyn			
WARD	1400	500	500
WBBC	1400	500	500
§WBBR	1300	1,000	1,000
WCNW	1500	250	100
WLTH	1400	500	500
WVFW	1400	500	500

WSJS	1310	250	250

NORTH DAKOTA

Bismarck			
KFYR	550	5,000	1,000
Devils Lake			
KDLR	1210	250	250
Fargo			
WDAY	940	5,000	1,000
Grand Forks			
KFJM	1410	1,000	500
Jamestown			
KRMC	1370	250	250
Mandan			
KGCU	1240	250	250
Minot			
KLPM	1360	1,000	500
Valley City			
KOVC	1500	250	250

OHIO

Akron			
WADC	1320	5,000	1,000
†WAKR	1530	1,000	1,000
WJW	1210	250	250
Ashtabula			
WICA	940—D	250	----
		*500	----
Canton			
WHBC	1200	250	250
Cincinnati			
WCKY	1490	50,000	50,000
WCPO	1200	250	250
WKRC	550	5,000	1,000
WLW	700	50,000	50,000
WSAI	1330	5,000	1,000
		5,000	*5,000
Cleveland			
WCLE	610—D	500	----
WGAR	1450	5,000	1,000
WHK	1390	5,000	1,000
WTAM	1070	50,000	50,000
Columbus			
WBNS	1430	5,000	1,000
WCOL	1210	100	100
WHKC	640	500	L-500
§WOSU	570	1,000	1,000
Dayton			
WHIO	1260	5,000	1,000
WING	1380	500	250
Lima			
WLOK	1210	100	100
Mansfield			
WMAN	1370—D	250	----
Portsmouth			
WPAY	1370	100	100
Toledo			
WSPD	1340	5,000	1,000
		5,000	*5,000
WTOL	1200	250	250
Youngstown			
WFMJ	1420	250	250
WKBN	570	1,000	500
Zanesville			
WHIZ	1210	100	100
		*250	*250

OKLAHOMA

Ada			
KADA	1200	100	100
Ardmore			
KVSO	1210	250	100
Elk City			
KASA	1210	100	100
Enid			
KCRC	1360	250	250
Muskogee			
·KBIX	1500	100	100
Norman			
§WNAD	1010	1,000	1,000

Wilkes-Barre			
WBAX	1210	100	100
WBRE	1310	250	250
Williamsport			
WRAK	1370	250	250
York			
WORK	1320	1,000	1,000

RHODE ISLAND

Providence			
WEAN	780	5,000	1,000
WJAR	890	5,000	1,000
WPRO	630	1,000	500
		*5,000	*5,000

SOUTH CAROLINA

Anderson			
WAIM	1200	100	100
Charleston			
WCSC	1360	1,000	500
WTMA	1210	250	250
Columbia			
WCOS	1370	250	250
WIS	560	5,000	1,000
Florence			
WOLS	1200	250	250
Greenville			
WFBC	1300	5,000	1,000
		5,000	*5,000
Spartanburg			
†WORD	1370	250	100
WSPA	920—D	1,000	----
Sumter			
†WFIG	1310	250	100

SOUTH DAKOTA

Aberdeen			
KABR	1390	1,000	500
Brookings			
§KFDY	780—D	1,000	----
Pierre			
KGFX	630—D	200	----
Rapid City			
KOBH	1370	250	250
§WCAT	1200—D	100	----
Sioux Falls			
KELO	1200	250	250
KSOO	1110	5,000	L-5,000
Vermillion			
§KUSD	890	500	500
Watertown			
†KWAT	1210	250	250
Yankton			
WNAX	570	5,000	1,000

TENNESSEE

Bristol			
WOPI	1500	250	250
Chattanooga			
WAPO	1420	250	250
	*1120	*1;000	*500
WDOD	1280	5,000	1,000
Cookeville			
†WHUB	1370	250	250
Jackson			
WTJS	1310	250	250
Johnson City			
WJHL	1200	250	250
Knoxville			
WNOX	1010	5,000	1,000
WROL	1310	250	250
Memphis			
WHBQ	1370	100	100
WMC	780	5,000	1,000
WMPS	1430	1,000	500
WREC	600	5,000	1,000
Nashville			
WLAC	1470	5,000	5,000
WSIX	1210	250	250
WSM	650	50,000	50,000

Cit

Calga
CF
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§CK
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Victor
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Brand
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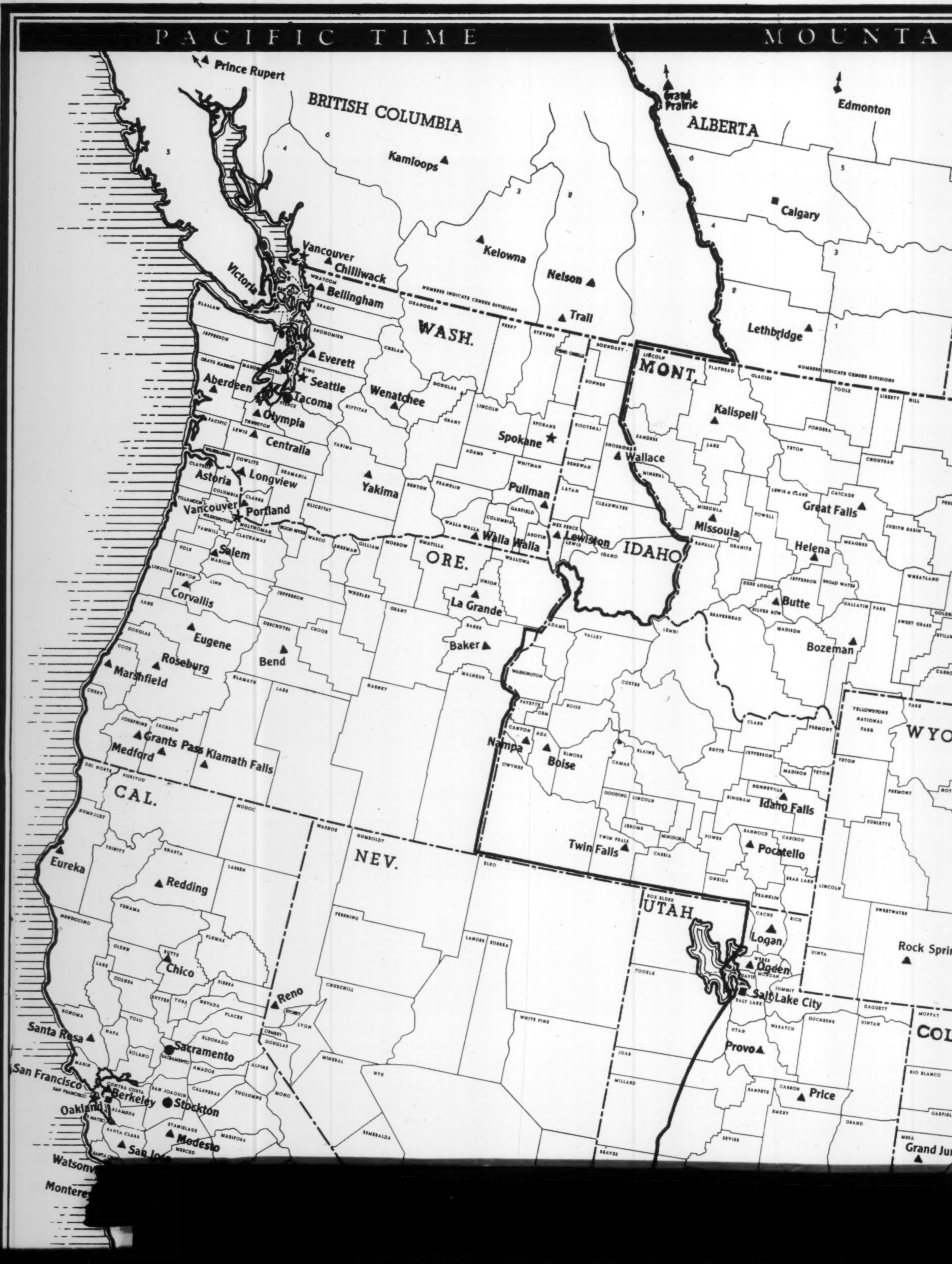
Flin F
CFA
Winnip
CJR
CKY
CJG
Campb
†CKN
Freder
CFN
Monct
CKC
Sackvil
CBA
Saint
CHS

BROADCAST STATIONS OF CANADA

(Revised to January 1, 1940; † Indicates station not yet in operation)

City	*Frequency in Kilocycles*	*Day Power (Watts)*	*Night Power (Watts)*
ALBERTA			
Calgary			
CFAC	930	1,000	1,000
CFCN	1030	10,000	10,000
CJCJ	690	100	100
Edmonton			
CFRN	960	100	100
CJCA	730	1,000	1,000
§CKUA	580	500	500
Grande Prairie			
CFGP	1200	100	100
Lethbridge			
CJOC	1210	100	100
BRITISH COLUMBIA			
Chilliwack			
CHWK	780	100	100
Kamloops			
CFJC	880	1,000	1,000
Kelowna			
CKOV	630	1,000	1,000
Nelson			
CKLN	1420	100	100
Prince Rupert			
CFPR	580	50	50
Trail			
CJAT	910	1,000	1,000
Vancouver			
CBR	1100	5,000	5,000
CJOR	600	500	500
CKCD	1010	100	100
CKFC	1410	50	50
CKMO	1410	100	100
CKWX	1010	100	100
Victoria			
CFCT	1450	500	500
MANITOBA			
Brandon			
CKX	1120	1,000	1,000
Flin Flon			
CFAR	1370	100	100
Winnipeg			
CJRC	630	1,000	1,000
CKY	910	15,000	15,000
CJGX (see Yorkton, Sask.)			
NEW BRUNSWICK			
Campbellton			
†CKNB	1210	100	100
Fredericton			
CFNB	550	1,000	1,000
Moncton			
CKCW	1370	100	100
Sackville			
CBA	1050	50,000	50,000
Saint John			
CHSJ	1120	100	100
NOVA SCOTIA			
Halifax			
CHNS	930	1,000	1,000
†CJHC	1290	1,000	1,000
Sydney			
CJCB	1240	1,000	1,000
Wolfville			
§CKIC	1010	50	50
Yarmouth			
CJLS	1310	100	100
ONTARIO			
Brantford			
CKPC	930	100	100
Chatham			
CFCO	630	100	100
Cobalt			
CKMC	1210	50	50
Fort William-Port Arthur			
CKPR	580	1,000	1,000
Hamilton			
CHML	1010	100	100
CKOC	1120	1,000	500
Kenora			
CKCA	1420	250	100
Kingston			
CFRC	1510	100	100
Kirkland Lake			
CJKL	560	1,000	1,000
Kitchener			
CKCR	1510	100	100
London			
CFPL	730	100	100
North Bay			
CFCH	930	100	100
Ottawa			
CBO	880	1,000	1,000
CKCO	1010	100	100
Owen Sound			
†CFOS	1370	100	100
Prescott			
CFLC	930	100	100
St. Catharines			
CKTB	1200	100	100
Sault Ste. Marie			
CJIC	1500	100	100
Stratford			
CJCS	1210	50	50
Sudbury			
CKSO	780	1,000	1,000
Timmins			
CKGB	1440	1,000	1,000
Toronto			
CBL	840	50,000	50,000
CBY	1420	100	100
CFRB	690	10,000	10,000
CKCL	580	100	100
Windsor			
CKLW	1030	5,000	5,000
Wingham			
CKNX	1200	100	100
PRINCE EDWARD ISLAND			
Charlottetown			
CFCY	630	1,000	1,000
CHCK	1310	50	50
Summerside			
CHGS	1450	50	50
QUEBEC			
Chicoutimi			
CBJ	1120	100	100
Hull			
CKCH	1210	100	100
Montreal			
CBF	910	50,000	50,000
CBM	960	5,000	5,000
CFCF	600	500	500
CHLP	1120	100	100
CKAC	730	5,000	5,000
New Carlisle			
CHNC	610	1,000	1,000
Quebec			
CBV	950	1,000	1,000
CHRC	580	100	100
CKCV	1310	100	100
Rimouski			
CJBR	1030	1,000	1,000
Rouyn			
CKRN	1370	100	100
Ste. Anne de la Pocatiere			
CHGB	1200	100	100
Sherbrooke			
CHLT	1210	100	100
Three Rivers			
CHLN	1420	100	100
Val D'Or			
CKVD	1200	100	100
SASKATCHEWAN			
Moose Jaw			
CHAB	1200	250	100
North Battleford			
†CHNB	1420	100	100
Prince Albert			
CKBI	1210	100	100
Regina			
CJRM	950	1,000	1,000
CKCK	1010	1,000	1,000
Saskatoon			
CFQC	600	1,000	1,000
Watrous			
CBK	540	50,000	50,000
Yorkton			
CJGX	1430	1,000	1,000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MOUNTA
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Grand Prairie
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Kelowna
Nelson
Trail
Lethbridge
Victoria
Vancouver
Chilliwack
Bellingham
NUMBERS INDICATE CENSUS DIVISIONS
WASH.
Everett
Seattle
Tacoma
Aberdeen
Olympia
Centralia
Wenatchee
Spokane
Astoria
Longview
Yakima
Pullman
Vancouver
Portland
Walla Walla
Lewiston
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Kalispell
Wallace
Missoula
Great Falls
Helena
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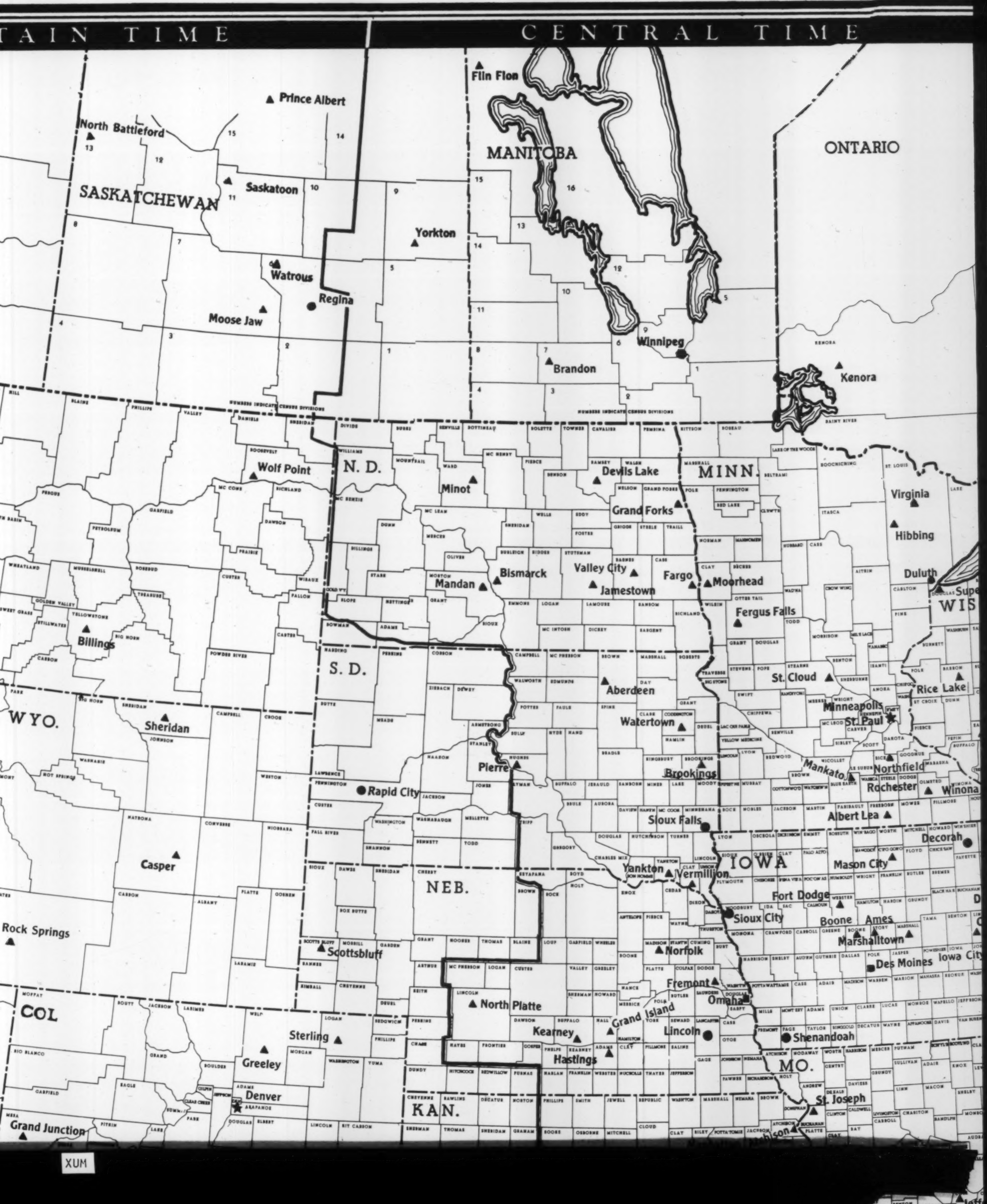
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Brandon
ONTARIO
Kenora
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Fargo
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Fergus Falls
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Minneapolis
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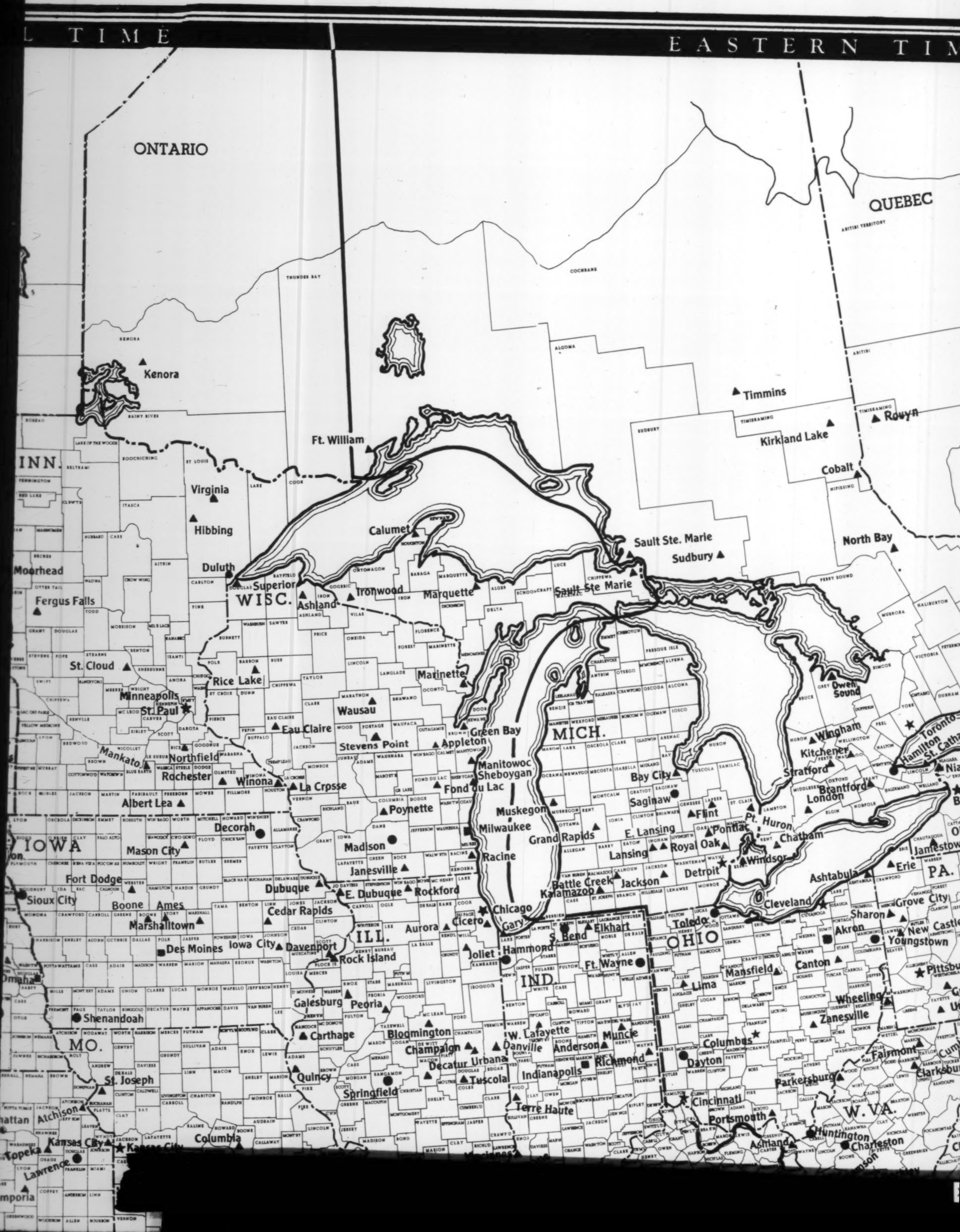
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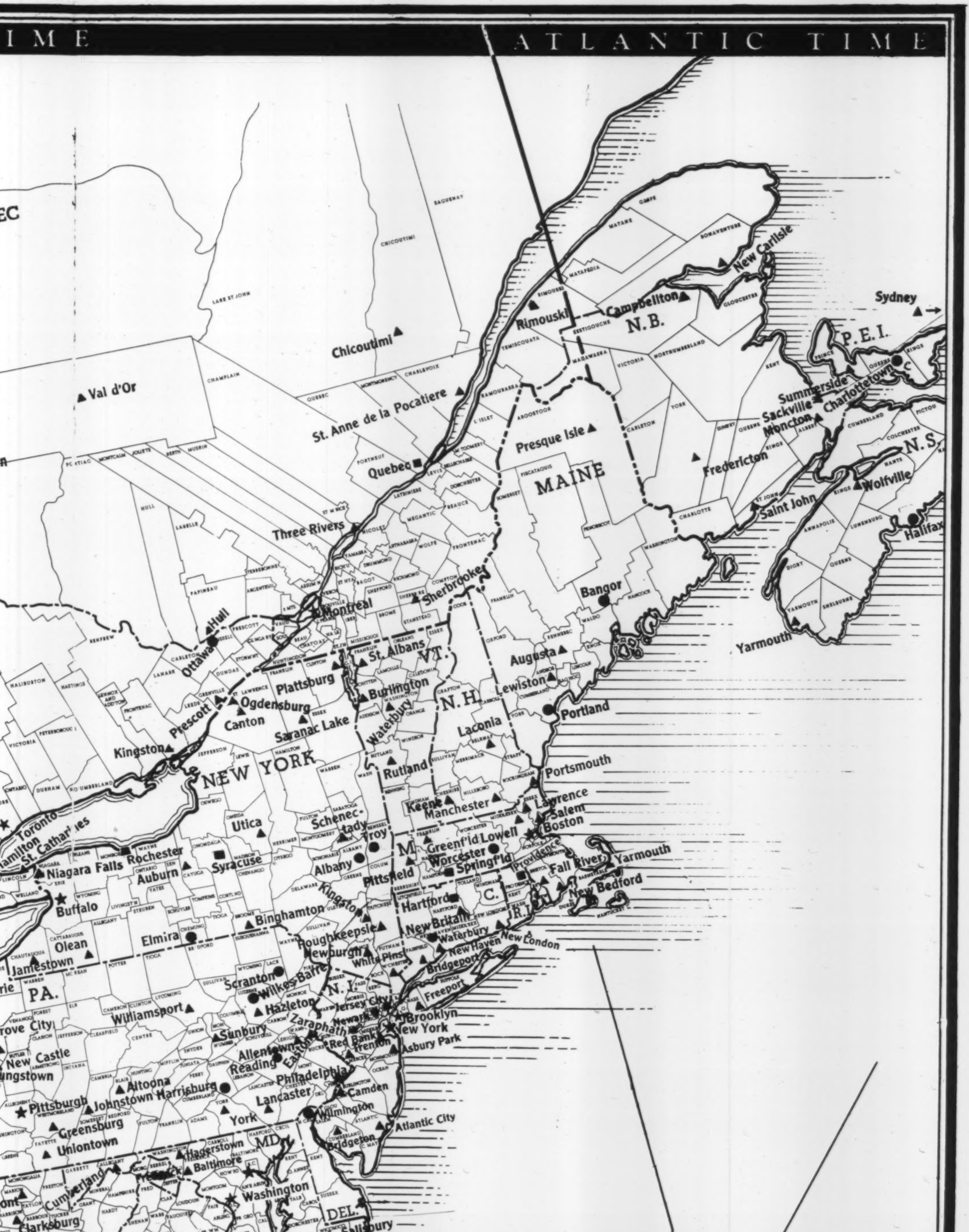
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Quebec
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New Carlisle
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Sydney
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Summerside
Charlottetown
Sackville
Moncton
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Presque Isle
MAINE
Fredericton
Wolfville
Saint John
Halifax
Bangor
Yarmouth
Sherbrooke
Montreal
Hull
Ottawa
St. Albans
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Laconia
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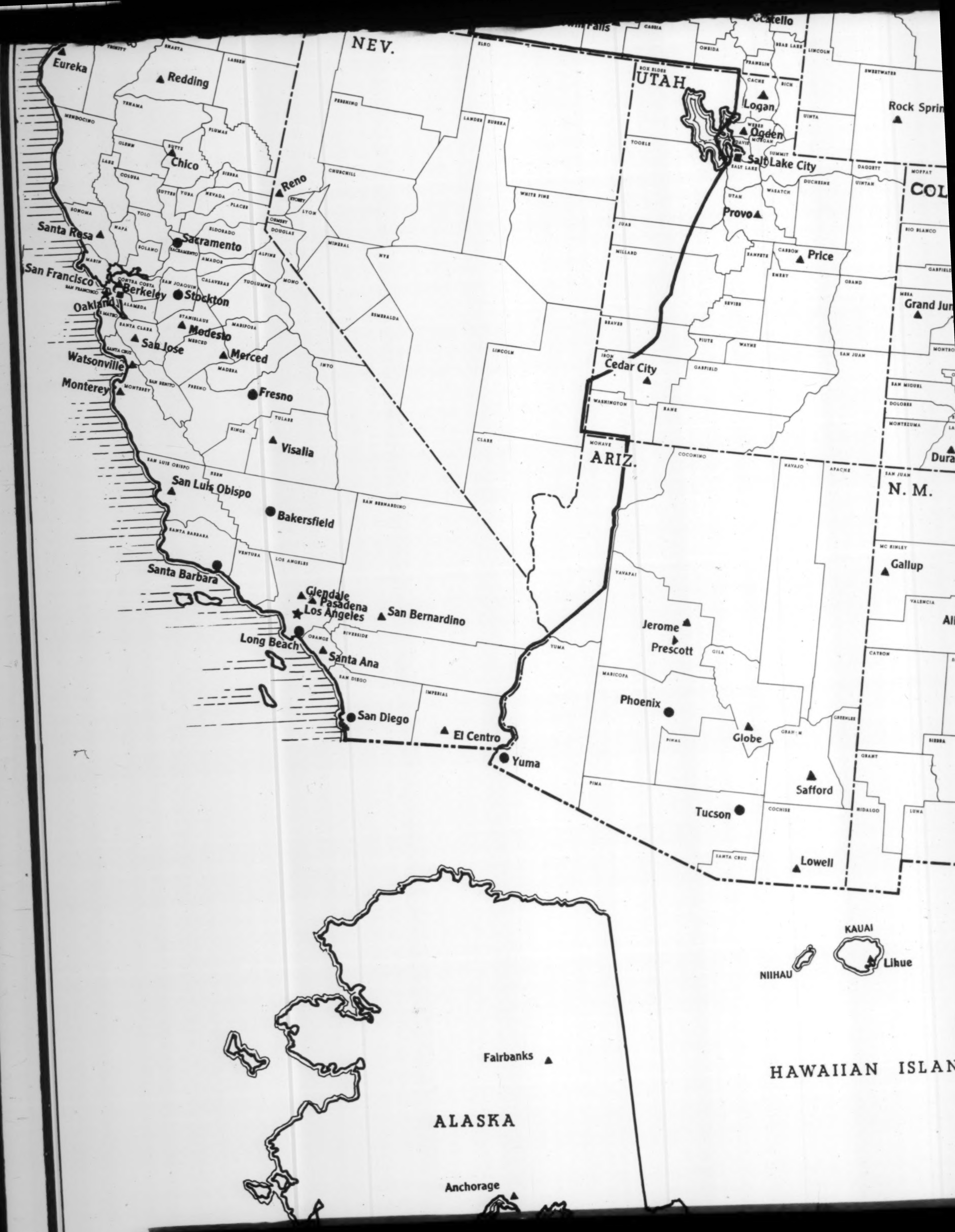

NEV.
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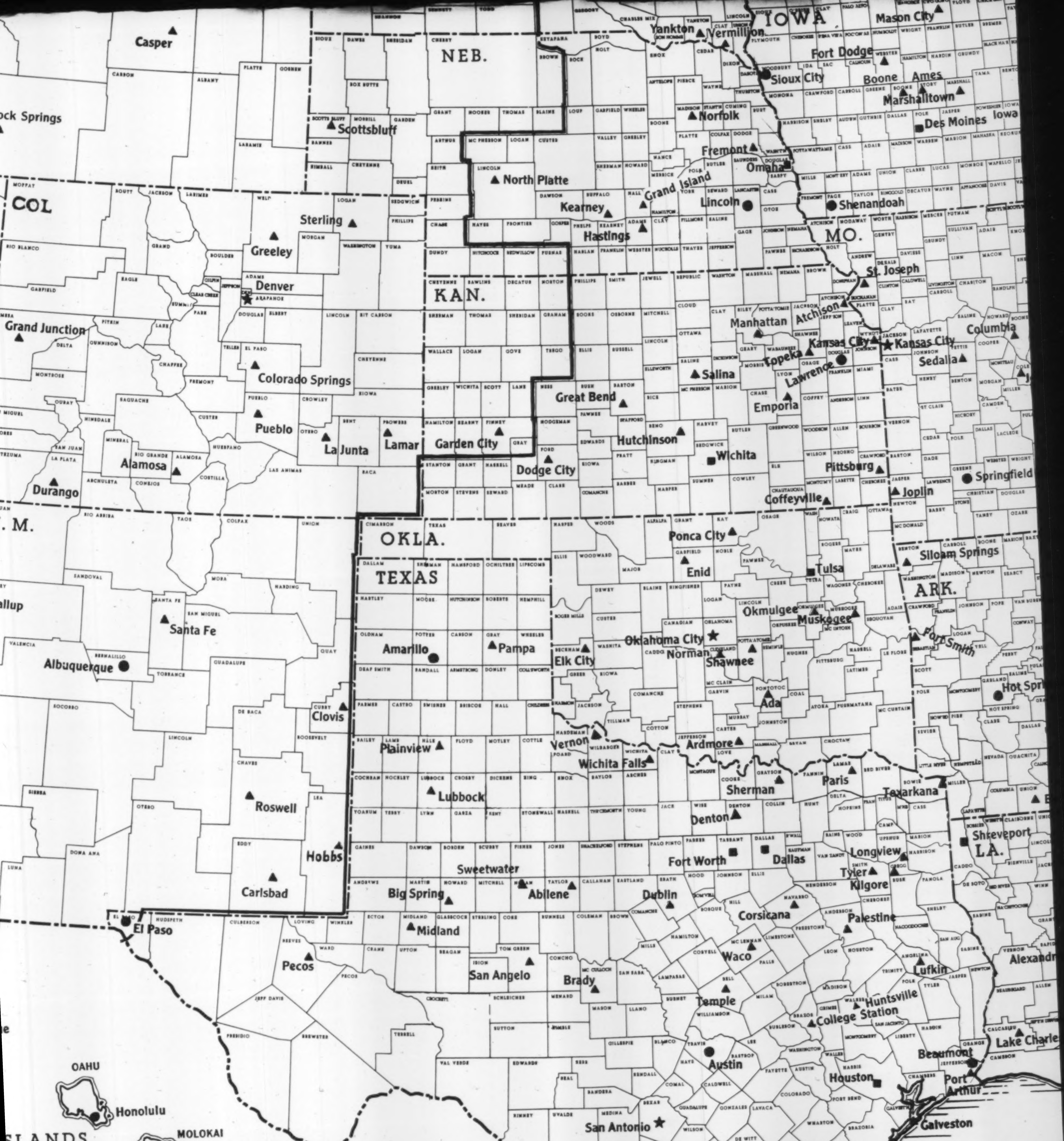
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Honolulu

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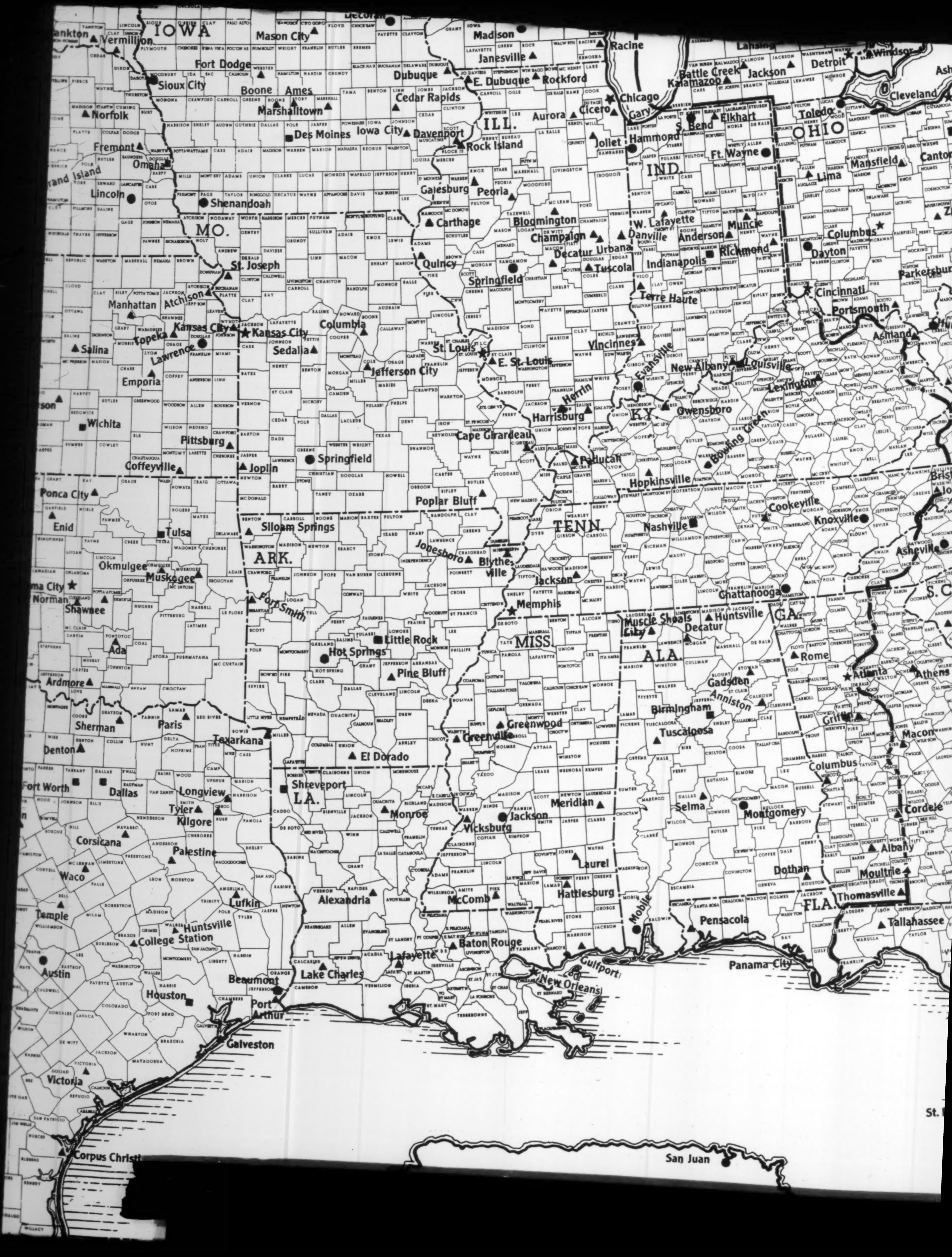
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Yankton
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Cape Girardeau
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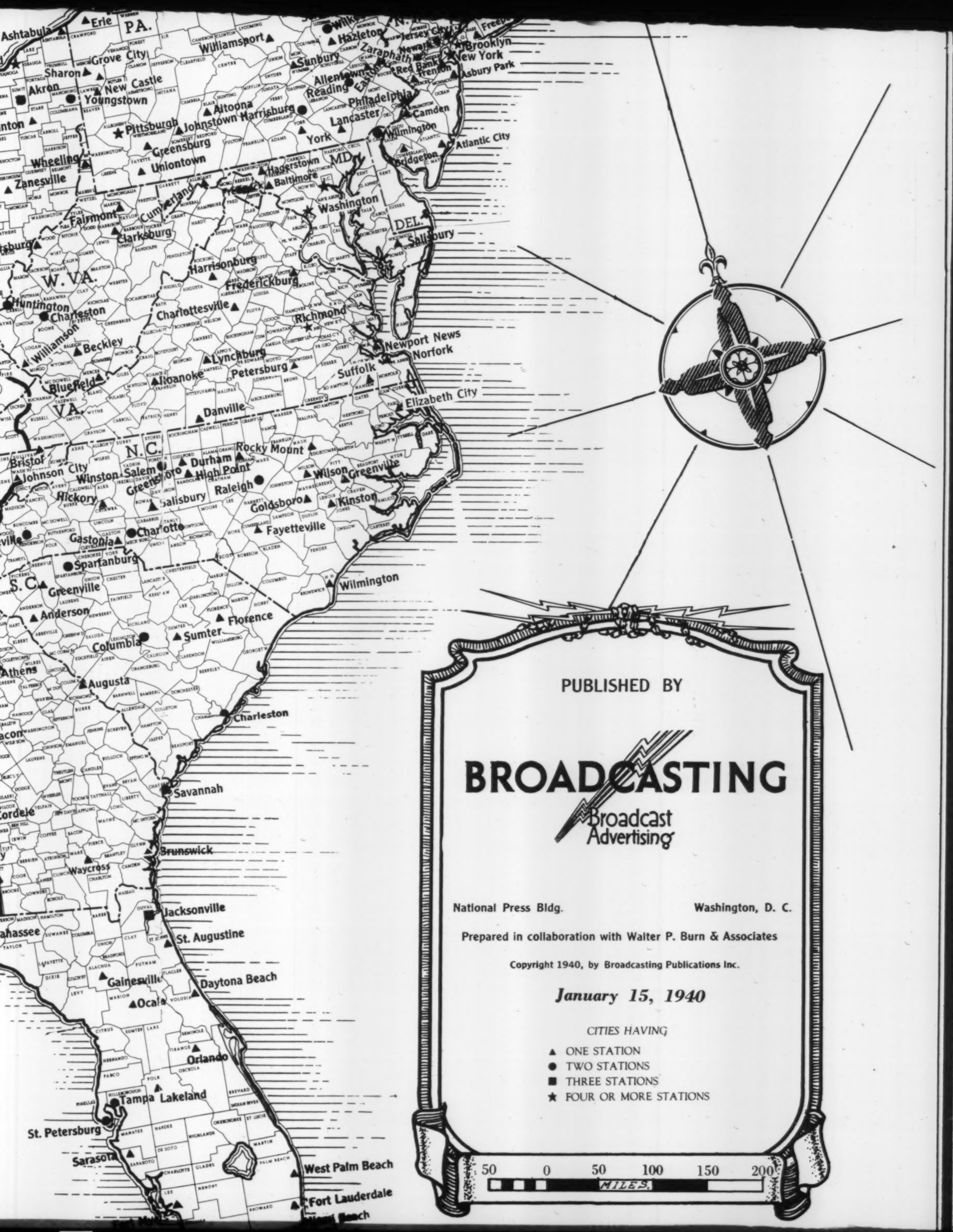
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W. VA.
Harrisonburg
Fredericksburg
Huntington
Charleston
Charlottesville
Richmond
Williamson
Beckley
Newport News
Norfolk
Lynchburg
Petersburg
Suffolk
Bluefield
Roanoke
VA.
Elizabeth City
Danville
N.C.
Rocky Mount
Bristol
Johnson City
Winston-Salem
Durham
Greensboro
High Point
Wilson
Greenville
Raleigh
Hickory
Salisbury
Goldsboro
Kinston
Asheville
Gastonia
Charlotte
Fayetteville
Spartanburg
S.C.
Greenville
Wilmington
Anderson
Florence
Sumter
Columbia
Athens
Augusta
Charleston
Macon
Savannah
Cordele
Brunswick
Waycross
Jacksonville
Tallahassee
St. Augustine
Gainesville
Daytona Beach
Ocala
Orlando
Tampa
Lakeland
St. Petersburg
Sarasota
West Palm Beach
Fort Lauderdale
Miami Beach
Fort Myers

PUBLISHED BY

BROADCASTING

Broadcast Advertising

National Press Bldg. Washington, D. C.

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January 15, 1940

CITIES HAVING

- ▲ ONE STATION
- ● TWO STATIONS
- ■ THREE STATIONS
- ★ FOUR OR MORE STATIONS

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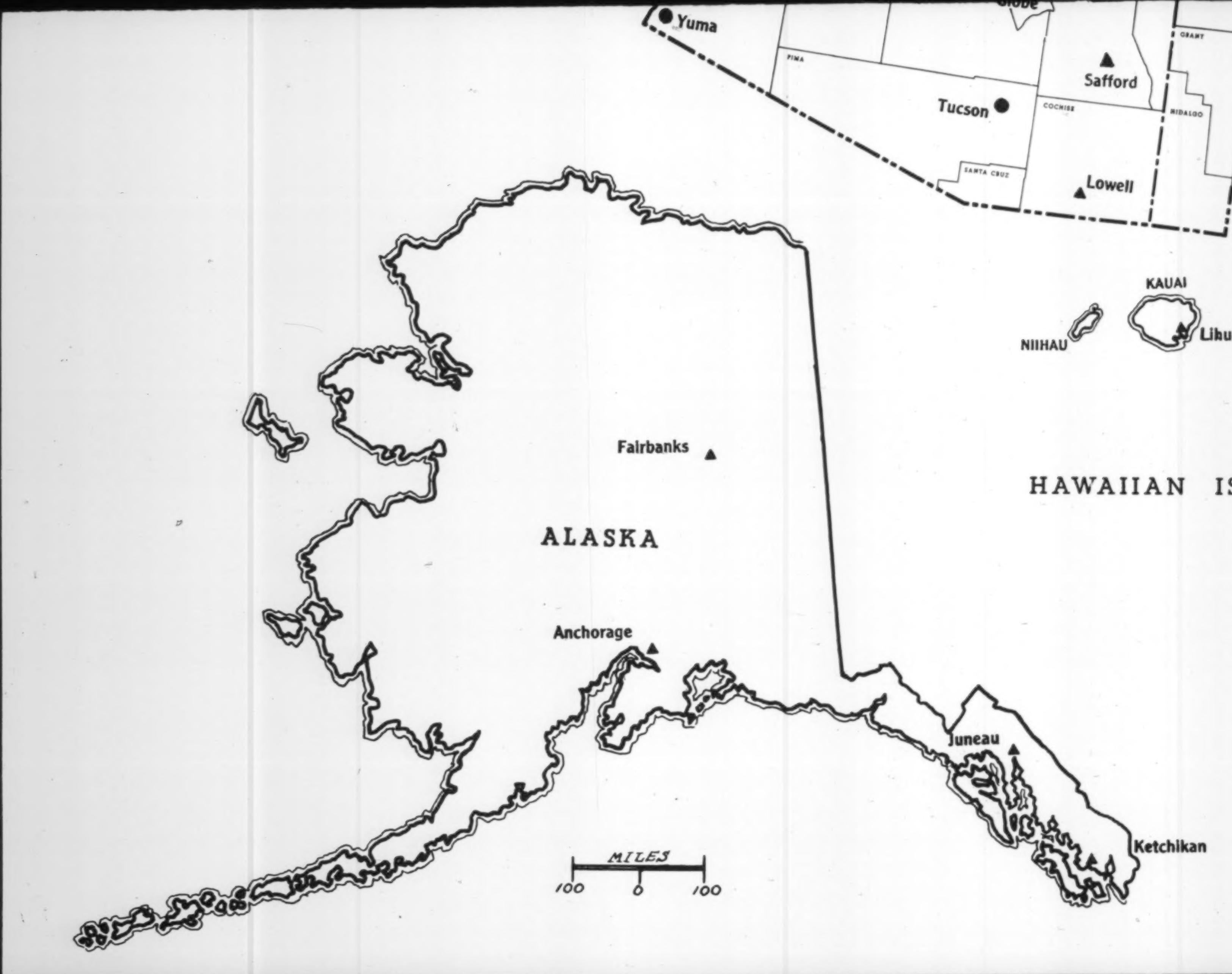
MILES.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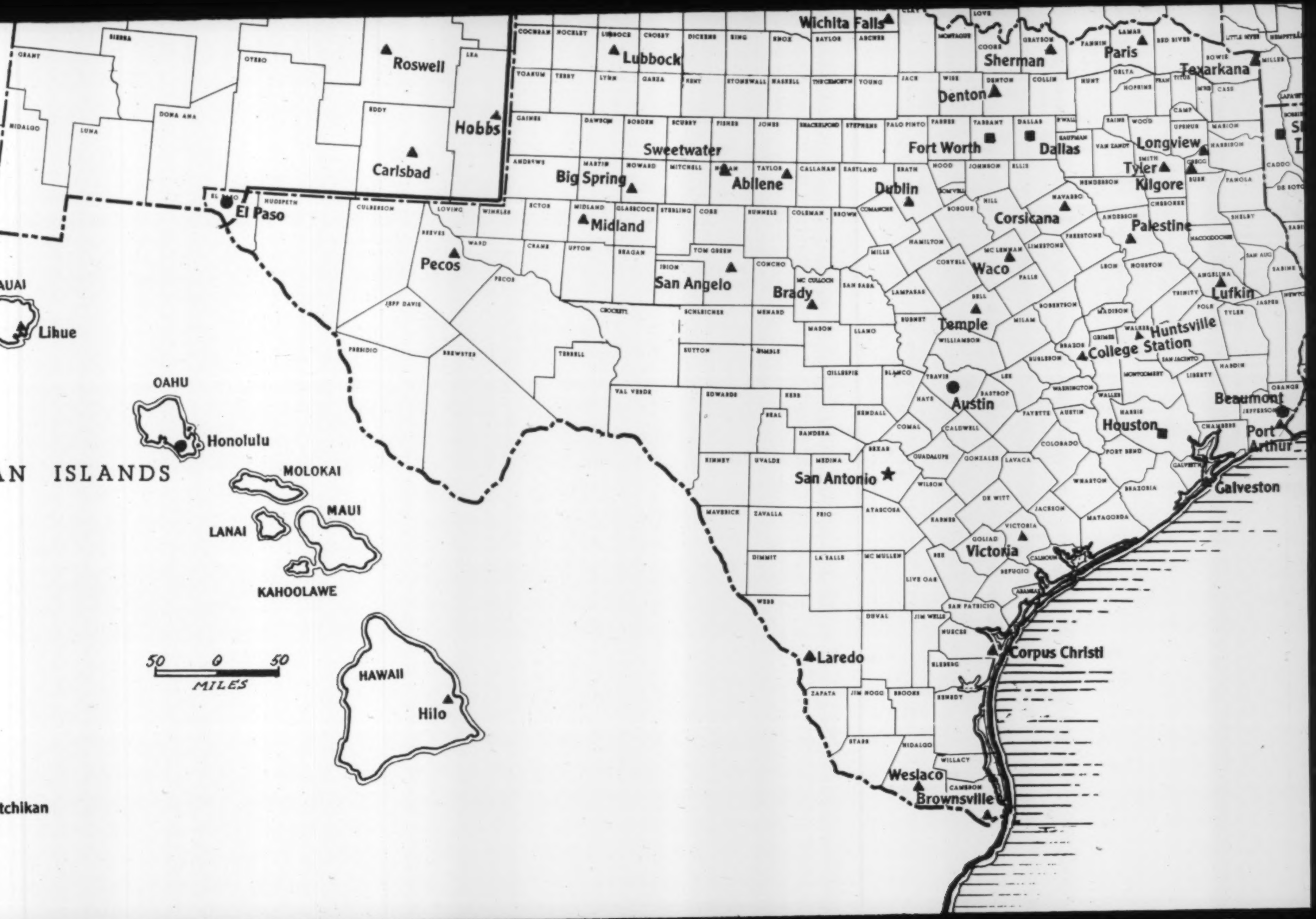

Wichita Falls
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Abilene
Longview
Tyler
Kilgore
Dublin
El Paso
Midland
Corsicana
Palestine
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San Angelo
Brady
Waco
Lufkin
Temple
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Houston
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DICKENS
KING
KNOX
BAYLOR
ARCHER
MONTAGUE
COOKE
GRAYSON
FANNIN
LAMAR
RED RIVER
BOWIE
YOAKUM
TERRY
LYNN
GARZA
KENT
STONEWALL
HASKELL
THROCKMORTON
YOUNG
JACK
WISE
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DELTA
HOPKINS
TITUS
CASS
GAINES
DAWSON
BORDEN
SCURRY
FISHER
JONES
SHACKELFORD
STEPHENS
PALO PINTO
PARKER
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KAUFMAN
VAN ZANDT
WOOD
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MARION
HARRISON
ANDREWS
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TAYLOR
CALLAHAN
EASTLAND
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WILLIAMSON
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GRIMES
BRAZOS
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SAN JACINTO
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BREWSTER
TERRELL
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GILLESPIE
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LIBERTY
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KERR
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CALDWELL
FAYETTE
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WALLER
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ATASCOSA
KARNES
JACKSON
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GOLIAD
CALHOUN
REFUGIO
DIMMIT
LA SALLE
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BEE
LIVE OAK
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SAN PATRICIO
WEBB
DUVAL
JIM WELLS
NUECES
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JIM HOGG
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CAMERON

ADIO BROADCAST STATIONS

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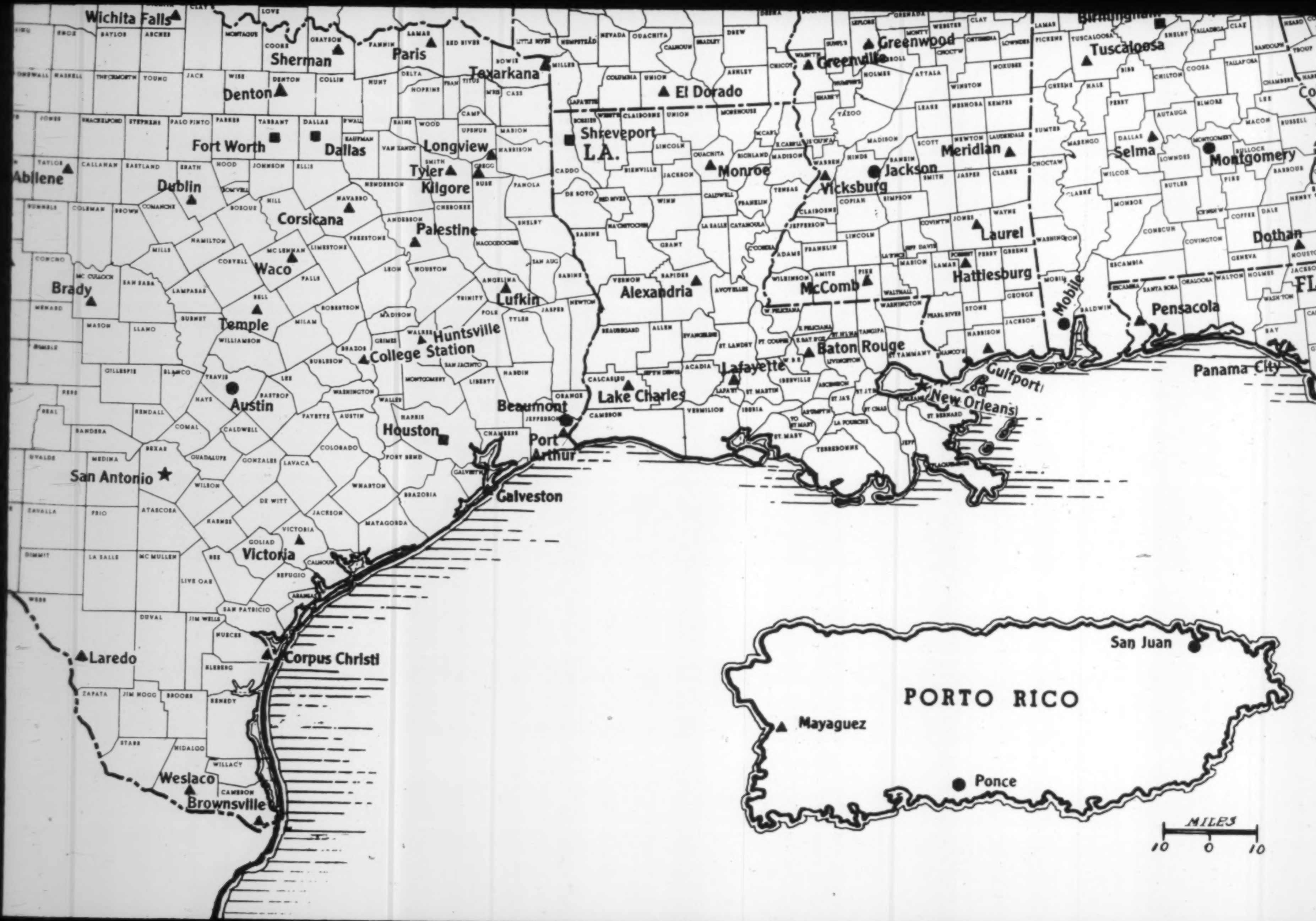
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Shreveport
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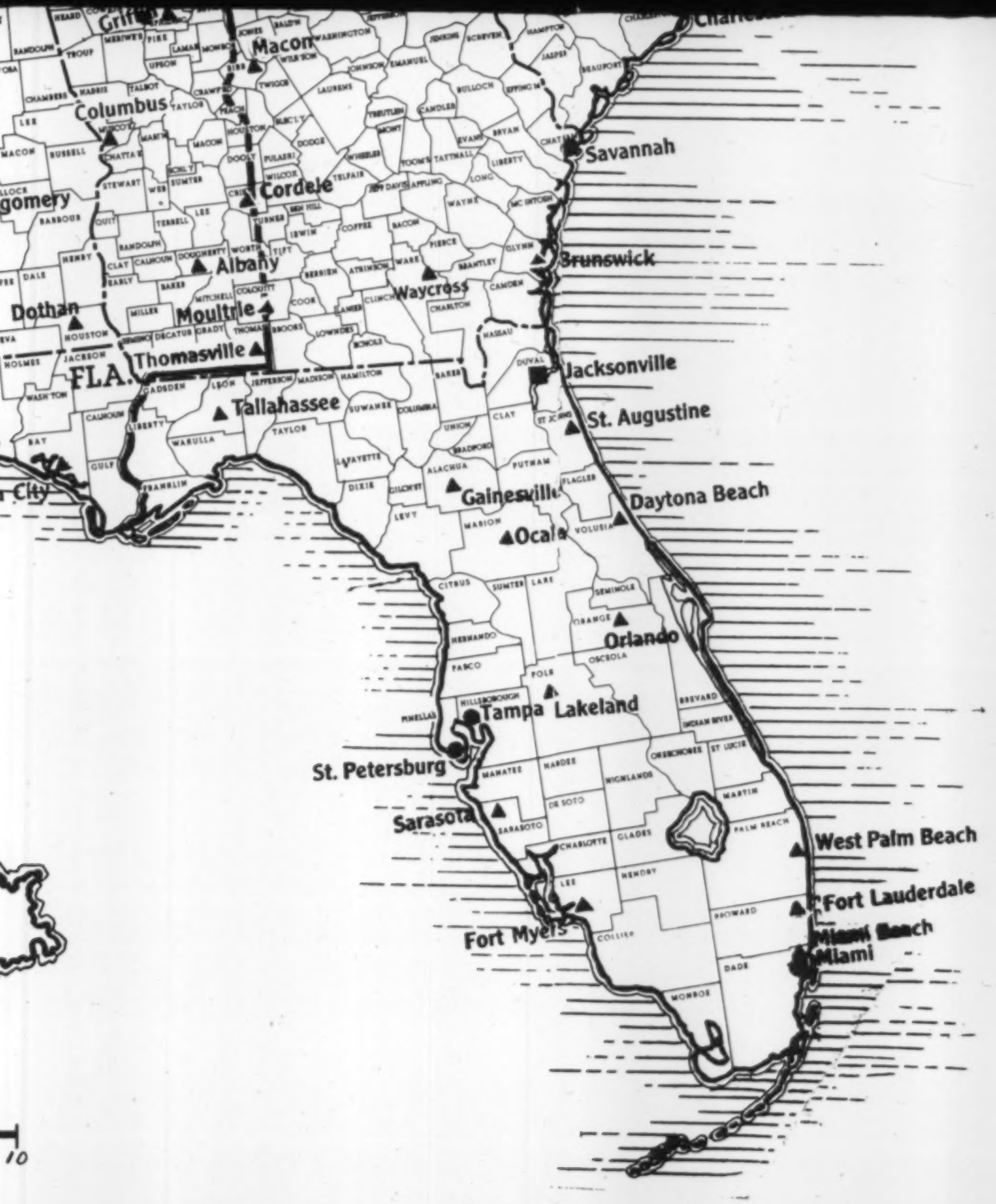
Griffin
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FLA.
Jacksonville
Tallahassee
St. Augustine
Panama City
Gainesville
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MILES

D STATES AND CANADA

AS GOOD AS THEY LOOK

Blaw-Knox Vertical Radiators are clean cut in appearance and performance. They are in keeping with the high standards set by the broadcasting industry for other equipment.

Stations take pride in Blaw-Knox Radiators which are associated by the public with the best in broadcasting.

The self supporting type of Blaw-Knox Radiator has uniform taper and is recommended by radio engineers for either shunt or series excitation.

They give greater coverage with long life and low maintenance cost.

BLAW-KNOX DIVISION
OF BLAW-KNOX COMPANY
2038 Farmers Bank Bldg. · PITTSBURGH, PA.

. . . Blaw-Knox Directional Radio Beacons are used exclusively to guide all air transport service in the United States and Canada. What greater proof of efficiency in the broadest use of the term, can be desired?

BLAW-KNOX
VERTICAL
RADIATORS

DIRECTORY OF BROADCASTING EQUIPMENT MANUFACTURERS

[Continued from Page 314]

NAME OF COMPANY	CITY	ADDRESS	TELEPHONE	MANAGER	PRODUCTS
Centralab (Division of Globe Union Inc.)	Milwaukee, Wis.	900 E. Keefe Ave.	Edgewood 9200	H. E. Osmun	Fixed and variable resistors, "L" and "T" pads, selector and transmitter switches
Clarostat Mfg. Co.	Brooklyn, N. Y.	285 No. 6th St.	Evergreen 8-6770	Victor Mucher	Volume control, attenuators, "L" and "T" pads, resistors
Clough-Brengle Co.	Chicago, Ill.	5501 N. Broadway	Longbeach 5616	Kendall Clough	RF signal generators, vacuum tube voltmeters, audio oscillators, decibel meters, frequency modulators, microvolters, oscillographs, meters, laboratory racks, AC bridges, set analysers tube testers
Collins Radio Co.	Cedar Rapids, Ia. New York	2920 1st Ave. 11 W. 42nd Street	8197 Lackawanna 4-0229	M. H. Collins W. J. Barkley	Relay broadcast transmitters, broadcast transmitters, H.F. and U.H.F. transmitters, pre-amplifiers, remote pick-up amplifiers (portable), bridging, power, program, recording and monitoring amplifiers, limiting amplifiers, line equalizers, volume indicator panels, power supplies, mixing panels, attenuators, studio control consoles, transmitter control consoles, studio speech input assemblies (rack mounted), transmitter speech input assemblies (rack mounted), special speech equipment
F. L. Cook	Los Angeles, Cal.	606 Parkman Ave.	Fitzroy 9833	F. L. Cook	Recording discs, needles, cutting stylii, motors
Cornell-Dubilier Corp.	South Plainfield, N. J.	1000 S. Hamilton Blvd.	Plainfield 6-9000	Leon L. Adelman	Paper, mica, dykanol, wet and dry electrolytic capacitors
Corning Glass Works	Corning, N. Y.	Corning, N. Y.	....	C. J. Phillips T. J. Thompson	Insulators, piping for cooling systems
Cornish Wire Co.	New York	15 Park Row	Cortlandt 7-2525	W. F. Osler, Jr.	Radio and electric wires and cables
The Daven Co.	Newark, N. J.	158 Summit St.	Market 2-2468 Market 2-2335	Lewis Newman	Transmission measuring sets, power output meters, VU meters, power supply, single and dual potentiometers, special rotary switches, filament rheostats, variable and fixed attenuators, faders, volume indicators, output meters, line equalizers, attenuation boxes, multipliers, super davohms, laboratory equipment, speech input control apparatus, decade resistances, resistances, davohms, decade resistance boxes
Tobe Deutschman Corp.	Canton, Mass.	Canton, Mass.	Canton 0650	Arnold Deutschmann	Electrolytic and paper dielectric capacitors, A.C. bridge and condenser analyzer, radio noise meter, radio noise eliminating filterettes, automatic recorder for audio frequency characteristics of speech channels and components
Doolittle & Falknor, Inc.	Chicago, Ill.	7421 S. Loomis Blvd.	Stewart 2809	E. M. Doolittle	Frequency monitors, broadcast and relay broadcast transmitters, field strength meters, antenna coupling units, speech input equipment, directional antenna phasing and coupling units, concentric transmission line, high frequency monitors
Allen B. Du Mont Laboratories, Inc.	Passaic, N. J.	2 Main Ave.	Passaic 3-1616	G. Robert Mezger	Television transmitting equipment
Duplex Recording Devices Co.	New York	514 West 36th St.	Bryant 9-0308	Benjamin Rose	Recording equipment
Eastern Mike-Stand Co.	Brooklyn, N. Y.	56 Christopher Ave.	Dickens 2-3538	S. Sherman	Microphone stands, shock absorbers, flexible goose necks, special stands
Eisler Engineering Co.	Newark, N. J.	750 S. 13th St.	Bigelow 3-5310	Charles Eisler	Electronic equipment, transformers, radio tube machinery
Eitel-McCullough, Inc.	San Bruno, Cal.	....	San Bruno 117	J. A. McCollough W. W. Eitel	Transmitting tubes
Electrical Research Products, Inc.	New York Atlanta, Ga. Boston, Mass. Chicago, Ill. Cincinnati, O. Dallas, Texas Kansas City, Mo. Philadelphia, Pa. Washington, D. C.	195 Broadway 87 Walton St. 20 Providence St. 624 S. Michigan Ave. 617 Vine St. 2011-A Jackson St. 1717 Wyandotte St. 219 North Broad St. 1435 G St., N. W.	Courtlandt 7-1707 Jackson 4000 Hubbard 4710 Wabash 6644 Parkway 6720 Dallas 7-1361 Harrison 7330 Locust 7110 Metropolitan 0784	F. C. Bisbee, Mgr. Bcstg Dept. A. Fiore A. F. Lyman W. W. Simons F. W. Johnson O. Hunt J. A. Cameron E. O. Wilschke D. L. Turner	Turntable reproducing systems (licensors)
Electrical Sound Engineering Co.	Baltimore, Md.	904 E. 41st St.	University 7513	....	Recording equipment, discs, needles, special audio and control equipment
Electro-Voice Mfg. Co., Inc.	South Bend, Ind.	1239 South Bend Ave.	3-7764	A. R. Kahn	Microphones and stands
Epiphone, Inc.	New York	142 W. 14th St.	Chelsea 2-4408	H. Sunshine	Microphones
Evanston Sound-Proof Door	Evanston, Ill.	1500 Lincoln St.	Greenleaf 1975	W. W. Lloyd	Sound-proof doors
Fairchild Aerial Camera Corp.	Jamaica, L. I., N. Y.	88-06 Van Wyck Blvd.	Jamaica 6-3800	R. H. Lasche	Recording equipment, pickups, transcription turntables, amplifiers
Federal Recorder Co.	New York	50 W. 57th St.	Circle 5-8497	M. M. Pochapin	Recorders and accessories, blank discs, recording and playback needles
Federal Telegraph Co.	Newark, N. J.	200 Mt. Pleasant Ave.	Humboldt 2-7000	St. G. Lafitte	Transmitting tubes, rectifier tubes, water jackets, air cooling fins, transmitters, phasing and coupling equipment, field intensity meters
Ferranti Electric, Inc.	New York	30 Rockfeller Plaza	Circle 7-0912	W. R. Spittal	Audio transformers, power transformers, plate and filament transformers for transmitting purposes, modulation sets for broadcast transmitters, special transformers, high Q reactors, filters, equalizers
The Frahen Co.	New York	152 W. 42nd St.	Chickering 4-3254	George H. Field	Portable audition transcription machines, equipment and transformers
Ferris Instrument Corp.	Boonton, N. J.	Boonton, N. J.	Boonton 8-0781	John H. Redington	Noise and field strength meters, signal generators, microvolters, frequency calibrators
Garrard Sales Corp.	New York	296 Broadway	Rector 2-1423	Wm. Carduner	Record changers, transcription motors, pickups, cases
Gates American Corp.	Quincy, Ill. Hollywood, Cal.	Quincy, Ill. 5334 Hollywood Blvd.	Main 735 Hillside 9133	P. S. Gates Norman D. Neely	Transmitters, frequency control equipment, police communication and airport transmitting equipment, amplifiers
Gates Radio & Supply Co.	Quincy, Ill. Hollywood, Cal.	Quincy, Ill. 5334 Hollywood Blvd.	Main 735 Hillside 9133	P. S. Gates Norman D. Neely	Speech input equipment, remote control apparatus, transcription equipment, microphones, sound effects tables, peak limiting amplifiers, line amplifiers, mixers, equalizers, pre-amplifiers, low and high voltage power supplies

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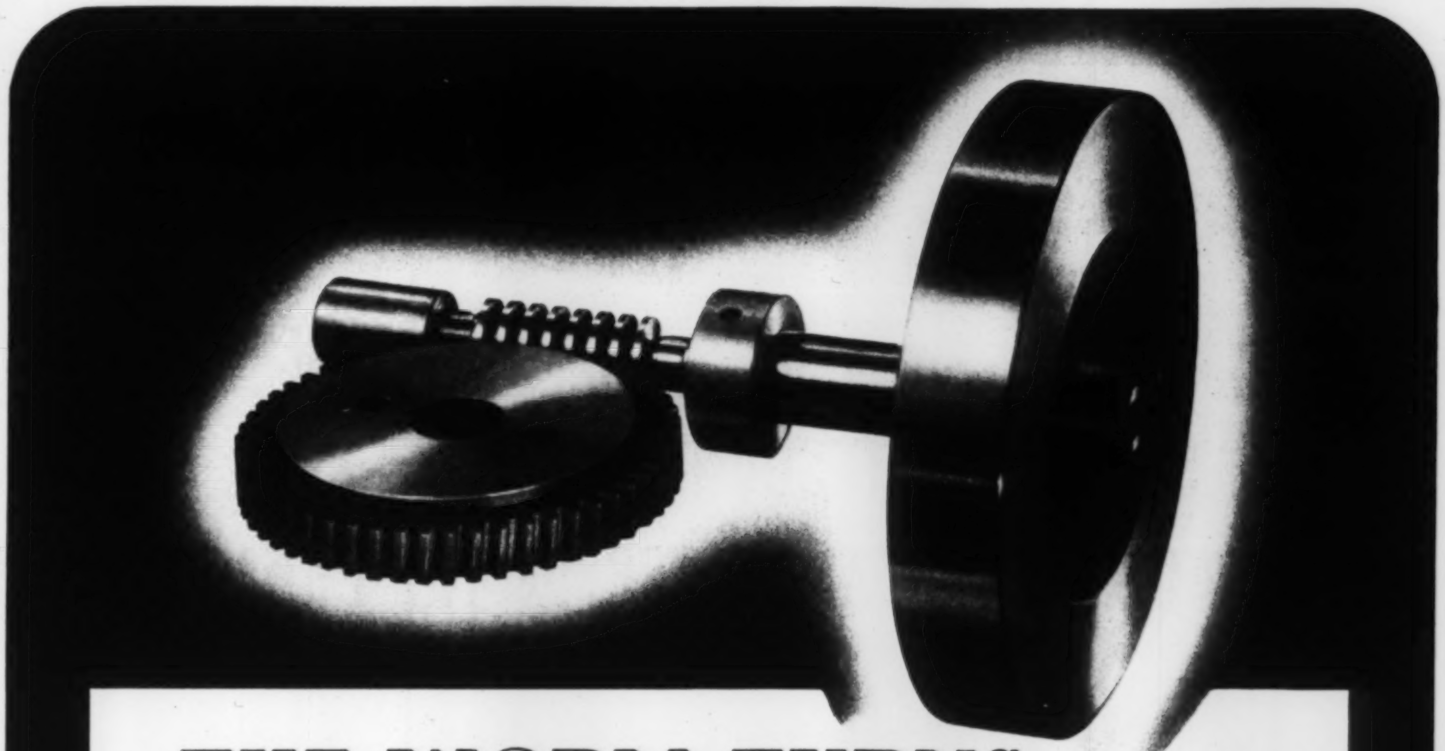

THE WORM TURNS

WITH $99^{98}/_{100}\%$ ACCURACY . . .

It is not a small matter to you that Fairchild, in the manufacture of its turntable drive, grinds the worm and gear to an accuracy of less than two parts in ten thousandths of an inch. This example of painstaking attention to detail characterizes all Fairchild products and has created a respect for the famous flying horse trade mark throughout the world. The entire Fairchild organization—from research to installation—has been taught to anticipate the needs of those it serves, to conceive and to build to a standard even higher than the industry considers acceptable. Unflaggingly devoted to this ideal for twenty years, Fairchild has perfected recording and reproduction equipment superb in quality and matchless in performance. And, what is just as important to you, has instilled in its organization a greater esteem for customer satisfaction than for profit.

FAIRCHILD MAKES THE FINER RECORDERS • AMPLIFIERS • TRANSCRIPTION TURNTABLES • CUTTERHEADS • PICKUPS • CUTTING STYLI • NEEDLES • DISCS

"... it had to satisfy Fairchild first"

FA

FAIRCHILD

Sound Equipment Division

AERIAL CAMERA CORPORATION
88-06 Van Wyck Boulevard, Jamaica, L. I., N. Y.

58 YEARS OF SOUND-TRANSMISSION LEADERSHIP STAND BACK OF THE PHRASE:

Western Electric

EQUIPPED FOR BETTER BROADCASTING

Graybar
Distributed by Graybar Electric Company

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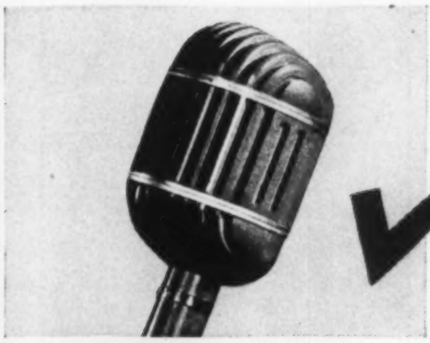
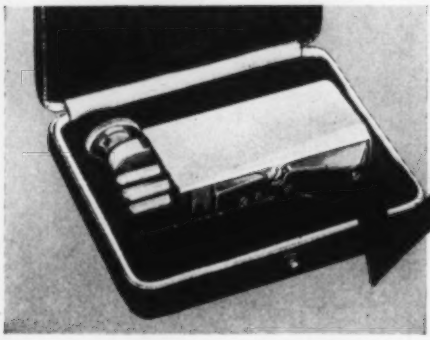
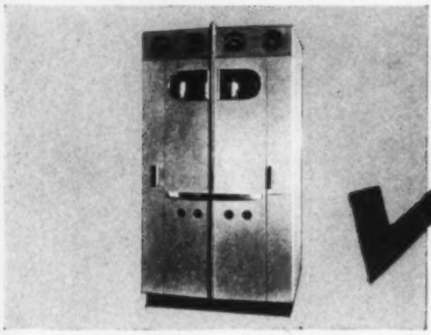
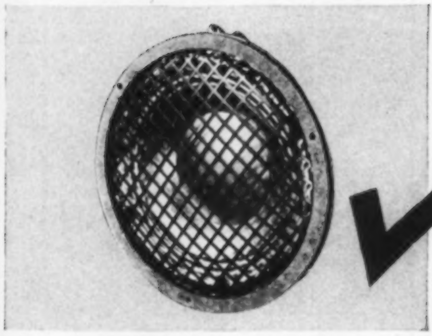
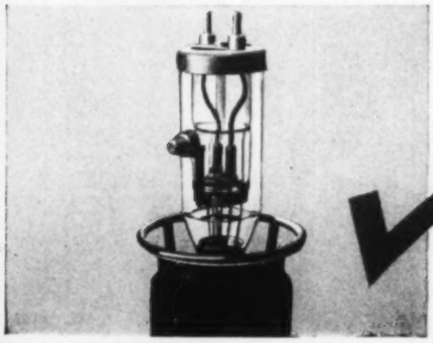










YOUR ENGINEER will okay these 5 recent proofs of Western Electric's continuing leadership!

THE CARDIOID MIKE: The revolutionary 3-in-1 mike that handles *any situation*—that gives you pick-up control never approached by even the best dynamic or ribbon mikes!

THE TWO-IN-ONE PICK-UP: The sensational new 9A that plays both lateral and vertical recordings—that meets the most exacting quality standards of transcription broadcasting!

THE NEW 1KW TRANSMITTER: Radically new in appearance, construction and performance—bringing to 1KW stations for the first time the great economy and efficiency of the Doherty circuit!

THE 750A LOUD SPEAKER: The new type that gave new meaning to the term "presence"—enabling monitor operators and production men to achieve better program balance!

THE AIR-COOLED 5KW TUBE: The 343AA which, through modern aerodynamic and thermal engineering, sets a new standard of tube performance for operation in 5KW transmitters.

DIRECTORY OF BROADCASTING EQUIPMENT MANUFACTURERS

(Continued from Page 316)

NAME OF COMPANY	CITY	ADDRESS	TELEPHONE	MANAGER	PRODUCTS
General Electric Co.	Schenectady, N. Y.	1 River Road	4-2211	....	Television transmitters and studio equipment (lights, cameras, monitors, etc.), frequency-modulation transmitters and studio equipment; transmitting tubes, receiver-type tubes; oscillographs for television; supplies, transformers, relays, instruments, transmitting capacitors, mycalex, fused quartz, quartz crystals, wire and cable, studio equipment, ultra-high-frequency antenna equipment
General Radio Co.	Cambridge, Mass. New York Los Angeles, Cal.	30 State St. 90 West St. 1000 N. Seward St.	Trowbridge 4400 Cortlandt 7-0850 Hollywood 6321	A. E. Thiessen Fred Ireland M. T. Smith	Frequency monitors and modulation monitors, distortion measuring equipment, audio-frequency oscillators, wave analyzers, antenna resistance measuring equipment, mixer controls, meters, audio transformers
Gould-Moody Co.	New York	395 Broadway	Canal 6-3446	Sidney Gould Wm. Moody	Recording blanks
Gray Mfg. Co.	Hartford, Conn.	Hartford, Conn.	Hartford 3-5258	L. H. Lancaster	Combination home and office recorder, phonograph and radio
Graybar Electric Co., Inc.	New York	420 Lexington Ave.	Mohawk 4-4000	A. J. Eaves G. L. Donnett	Transmitters, vertical radiators, speech input equipment, microphones, tubes, frequency monitors, amplifiers, rectifiers, meters, resistances, transformers motor generators, and associated apparatus; antenna control equipment, phase monitors, police radio equipment
	New York	180 Varick St.	Walker 5-8000	F. J. Stahl J. W. LaMarque	
	Boston	287 Columbus Ave.	Kenmore 4567	J. P. Lynch	
	Philadelphia	910 Cherry St.	Walnut 5405	W. W. Ponsford A. S. Wise	
	Richmond	6th & Cary Sts.	2-2833	L. E. Walker F. L. Allman	
	Atlanta	167-173 Walton St., N.W.	Jackson 2261	D. B. McKay	
	Jacksonville, Fla.	12th & Main Sts.	5-6786	H. F. Bethea	
	Cleveland	1010 Rockwell Ave.	Cherry 1360	L. B. Hathaway	
	Pittsburgh	37 Water St.	Court 4000	W. A. Wayman	
	Detroit	55 W. Canfield Ave.	Columbia 5500	K. S. Deichman	
	Cincinnati	310 Elm St.	Main 0600	A. W. Hallett	
	Chicago	500 S. Clinton St.	Webster 2800	H. S. Taylor	
	Minneapolis	413-17 S. 4th St.	Main 1188	G. E. Brown	
	St. Louis	1220 Spruce St.	Main 1610	C. B. Reis	
	Kansas City	1644 Baltimore Ave.	2-4101	R. G. McCurdy J. A. Costelow	
	Dallas	Austin & Wood Sts.	2-6454	Cecil Ross	
	San Francisco	9th & Howard Sts.	Hemlock 3121	W. H. Johnson F. H. McIntosh	
	Los Angeles	201 Santa Fe Ave.	Trinity 3321	J. H. Ganzenhuber	
	Seattle	King & Occidental Sts.	Main 4635	C. A. Marten	
Hammarlund Mfg. Co., Inc.	New York	424 W. 33rd St.	Lackawanna 4-3023	Lloyd A. Hammarlund	Diversity and short wave receivers, transmitter parts
George H. Hardner Corp.	Allentown, Pa.	602 Hamilton St.	Allentown 5849	T. E. Spicknall	Studio and transmitter buildings, towers, underground radial systems, underground power service, renovation service
Hardwick, Hindle, Inc.	Newark, N. J.	40 Hermon St.	Market 2-8200	A. H. Hardwick	Fixed and adjustable resistors, rheostats
D. H. Harrell	Chicago, Ill.	1527 E. 74th Place	Dorchester 4949	D. H. Harrell	Tubular vertical radiators, masts for mounting U.H.F. systems, directive U.H.F. arrays
Hartenstine-Zane Co., Inc.	New York	225 Broadway	Barclay 7-8390	Charles J. Hartenstine	Radiator sales and installation, including counterpoise, ground systems, piers, painting and lighting, inspection, servicing
Heintz & Kaufman, Ltd.	So. San Francisco, Cal.	....	So. San Francisco 1515	W. Noel Eldred	Transmitting tubes, compressed nitrogen condenser, concentric transmission line
Hipower Crystal Co.	Chicago, Ill.	2035 Charleston St.	Armitage 0654	F. Lazarick R. W. Groth	Crystal units for transmitters, monitors, pack transmitters, mobile broadcast purposes
Hollister Crystal Co.	Wichita, Kansas	c/o Station KANS	4-2387	Herb Hollister	"A" cut crystals
Ideal Commutator Dresser Co.	Sycamore, Ill.	1629 Park Ave.	Sycamore 77	B. E. Holub	Portable cleaners, soldering tools, fuse pullers, fuse reducers, precision grinders
Insuline Corp. of America	Long Island City, N. Y.	30-30 Northern Blvd.	Stillwell 4-6890	S. J. Spector	Racks, panels, chokes, coils, condensers, dials, plugs, switches, cabinets, accessories
Insulite Co.	Minneapolis	Builders Exchange Bldg.	Atlantic 4551	E. W. Morrill	Acoustical control and sound quieting materials
International Business Machine Co.	New York	95 Madison Ave.	Plaza 3-1900	Walter Lemon	Radio type
International-Stacy Corp.	Columbus, O.	875 Michigan Ave.	University 2123	J. Roger Hayden	Radio towers, ground screens, tower lighting
Isolantite, Inc.	New York	233 Broadway	Rector 2-9274	H. G. Beebe	Coaxial transmission lines, portable antennae, ultra high frequency equipment, standoff insulators, inductance supports, strain insulators, bushings, lead ins, chemical tower packing, electrode assemblies
Charles F. Jacobs	New York	270 Lafayette St.	Canal 6-0715	Chas. F. Jacobs	Antenna spreaders and adjustable separators
Johns-Manville Co.	New York	22 E. 40th St.	Lexington 2-7600	P. G. Washburn	Acoustical materials, sound isolation construction, insulation roofing, noise quieting treatment, asphalt tile flooring
E. F. Johnson Co.	Waseca, Minn.	Waseca, Minn.	Waseca 432	E. F. Johnson	Antenna phasing and coupling equipment, coaxial lines, pressure condensers, tower lighting chokes, fixed and variable air condensers, tank inductors, tube sockets, insulators
J. Nat Johnson & Co.	Chicago, Ill.	4744 W. Rice St.	Mansfield 1437	J. Nat Johnson	Tower erectors
Kenyon Transformer Co., Inc.	New York	840 Barry St.	Dayton 9-0100	Gene Turney	All types transformers, studio to power
Kluge Radio Co.	Los Angeles, Cal.	1446 Calumet Ave.	Tucker 5442	Myron E. Kluge	Broadcast transmitters
Lansing Mfg. Co.	Los Angeles, Cal.	6900 McKinley Ave.	Thornwall 4175	L. B. Brittain	Single and two way monitor speakers, lateral reproducer
Lapp Insulator Co.	Le Roy, N. Y.	Gilbert St.	Le Roy 385	Brent Mills	Tower and mast footing and guy insulators, pipe mast insulators, vertical radiator insulators, porcelain water coils, pipe entrance insulators, standoff and transmission line insulators, special radio insulators, Condensers-high pressure gas filled from 100 mmf, 7.5 kv. carrier RMS to 2000 mmf, 15 kv.
Lehigh Structural Steel Co.	New York	17 Battery Place	Whitehall 4-1424	J. F. Neary	Vertical radiators, radio towers
Lifetime Corp.	Toledo, O.	1825 Adams St.	Main 5643	Wm. H. Manoff	Velocity, dynamic microphones

[Continued on Page 322]

Chesterfield
Chesterfield
"They Satisfy"

FRED WARING

Prominent orchestra conductor whose popular Chesterfield Cigarette program is heard over the NBC Red Network twice daily, five days each week. Mr. Waring's choice is an Allied Recorder.

ALLIED RECORDERS

are designed to meet the specialized requirements and high standards that are so essential to modern broadcasting. Many of the country's leading entertainers, broadcast stations, recording studios and advertising agencies know us for "work-well-done". Thorough investigation will reveal the ALLIED advantages.

DISCS

Recordings made on Allied discs offer a quality of reproduction that is far beyond their modest cost. We are proud of the recognition they have received.

ALLIED RECORDING PRODUCTS CO.

21-09 43rd AVENUE • LONG ISLAND CITY • NEW YORK

DIRECTORY OF BROADCASTING EQUIPMENT MANUFACTURERS

[Continued from Page 320]

NAME OF COMPANY	CITY	ADDRESS	TELEPHONE	MANAGER	PRODUCTS
John E. Lingo & Son, Inc.	Camden, N. J.	28th & Buren Ave.	Camden 487	J. E. Lingo	Tubular steel vertical radiators, tubular dural vertical radiators for portable or mobile transmitters, turnstile antennas, U.H.F. antennas, tubular steel poles for supporting antennas
Locke Insulator Corp.	Baltimore, Md.	P. O. Box 57	South 2620	R. G. Bellezza	Tower base, guy, antenna, lead-in and stand-off insulators
Littelfuse Laboratories	Chicago, Ill.	4238 N. Lincoln Ave.	Longbeach 7778	E. V. Sundt	High voltage fuses, and fuse mountings, neon indicators, pilot lights
Masonite Corp.	Chicago, Ill.	111 W. Washington	Franklin 5645	R. G. Wallace	Structural insulation
Maxwell-Smith Co.	Hollywood, Cal.	1027 N. Highland	Hillside 7866	Leo Petroff	Speech input equipment, remote amplifiers, transmitters, transcription equipment
McDonald Engineering Co.	Los Angeles, Cal.	934 N. Western Ave.	Hollywood 1679	Clifford C. McDonald	Custom built reproducing equipment, custom built amplifiers and equalizers
Miles Reproducer Co.	New York	812 Broadway	Gramercy 5-9466	J. M. Kuhlik	Sound on film recording machines
Miller Broadcasting System, Inc.	New York	113 W. 57th St.	Circle 6-0141	Dave Chrisman	Miller Iron man for station announcements
Mirror Record Corp.	New York	58 W. 25th St.	Chelsea 3-2222	P. K. Trautwein	Recording equipment, recording blanks, recording needles, playback needles
Musicraft Records, Inc.	New York	10 W. 47th St.	Bryant 9-6564	Duane N. Davis	Instantaneous recording blanks
Nash Radio Products Co., Inc.	St. Louis, Mo.	5437 Lisette Ave.	Flanders 4758	R. S. Nash	Playback equipment, remote and program amplifiers, speakers, baffles, cabinets, transcription permatizer, master disc cutting lubricant, record cleaner, turntable oils and greases, switch and contact cleaner, recording discs, accessories
National Battery Co.	St. Paul, Minn.	1728 Roblyn Ave.	Nestor 6371	F. K. Bauer	Batteries, lead and acid
National Carbon Co., Inc.	New York	30 E. 42nd St.	Murrayhill 2-6800	John M. Spankler	Air cell batteries, A, B and C dry batteries, mini-max batteries
Northern Electric Co., Ltd.	Montreal, Que. Toronto, Ont. Winnipeg, Man. Vancouver, B. C. Halifax, N. S. Ottawa, Ont.	1261 Shearer St. 131 Simcoe St. 65 Rorie St. 150 Robson St. 86 Hollis St. 302 Sparks St.	Wilbank 3131 Adelaide 0651 97-531 Seymour 1511 Bishop 8128 2-1144	A. B. Hunt W. R. Ostrom W. T. Hunt T. C. Clarke F. W. Johnson W. R. Sandison	Complete broadcasting systems
Ohmite Manufacturing Co.	Chicago, Ill.	4835 Flournoy St.	Austin 1070	Ralph M. Hill	Rheostats, resistors, dummy antenna resistors, R.F. plate and power line chokes, power tap switches
Pacent Engineering Corp.	New York	79 Madison Ave.	Ashland 4-1586	Robert L. Lewis	Amplifiers
Pacific Sound Equipment Co.	Hollywood, Cal.	180 N. Poinsettia Place	Wyoming 6937	Robert G. Metzner	Recording equipment; phonograph and transcription play-backs; public address systems
Pan American Record Co.	Louisville, Ky.	705 S. 1st St.	Wabash 3773	....	Record factory equipment and supplies
Par-Metal Products Corp.	Long Island City, N. Y.	3525 41st St.	Astoria 8-8905	A. A. Parmet	Steel relay racks, cabinets, panels, chassis, and accessories for transmitters and audio equipment
Piezoelectric Laboratories	New Dorp, N. Y.	612 Rockland Ave.	Dongan Hills 6-2376R	Chas. Ligh	Crystals, ovens, frequency monitors, transmitters, amplifiers, recording equipment, acetate coated records, antenna phasing and coupling units, stabilized feedback units
Poinsettia, Inc.	Pitman, N. J.	Pitman, N. J.	Pitman 511	E. Poinsett	Sound recording equipment, record processing equipment, record factory equipment
Precision Piezo Service	Baton Rouge, La.	427 Asia St.	658	C. E. Pearce	Quartz crystals, holders, ovens
Premier Crystal Laboratories, Inc.	New York	63 Park Row	Beekman 3-8119	Arthur A. Glass	Crystals, crystal holders, dials, pilot lights, frequency meters, reactance meters, temperature controlled crystal oscillator with oven
Presto Recording Corp.	New York Chicago, Ill. Hollywood, Cal.	242 W. 55th St. 540 N. Michigan Ave. 5334 Hollywood Blvd.	Columbus 5-7760 Superior 7047 Hillside 9133	Ralph C. Powell R. F. Brock N. B. Neely	Instantaneous recording equipment, blank discs, cutting and playing needles, transcription turntables, accessories
B. A. Proctor Co., Inc.	New York	230 Park Ave.	Murray Hill 6-7542	F. C. W. Thiede	Pickups, recording machines, sound effects, reproducing units
Radio Receptor Co., Inc.	New York	251 W. 19th St.	Chelsea 3-1382	Ludwig Arnson	Transmitters, antenna tuning and phasing equipment, power supply units, audio equipment, remote units
Radiad Service	Chicago, Ill.	612 N. Michigan Ave.	Superior 1275	Edw. L. Foertsch	Turntables, record cabinets and albums
RCA Manufacturing Co.	Camden, N. J. New York Chicago, Ill. San Francisco, Cal. Hollywood, Cal. Dallas, Tex. Atlanta, Ga.	Front & Cooper St. 1270 Sixth Ave. 589 E. Illinois St. 170 Ninth St. 1016 N. Sycamore Ave. Santa Fe Bldg. Citizens & Southern Bank Bldg.	Camden 8000 Circle 7-2293 Delaware 4300 Hemlock 8300 Hillside 5171 Dallas 7-1371 Walnut 5946	I. R. Baker B. Adler A. R. Hopkins E. Frost W. H. Beltz W. M. Witty D. A. Reesor	Transmitters, tubes, microphones, speech input equipment and associated apparatus, field intensity meters, frequency monitors, modulation monitors, beat frequency oscillators, cathode ray oscillographs, mica condensers, transcription turntables, laboratory and test equipment, television and facsimile equipment
RCA Victor Co., Ltd.	Montreal, Quebec, Can. Vancouver, B. C. Calgary, Alta. Winnipeg, Man. Toronto, Ont. Halifax, N. S.	976 La Casse St. 1206 Homer St. 537 Eighth Ave. 168 Market St. 36 Breadalbane St. 99 Brunswick St.	Wellington 3671 .... Main 4476 97-201 Midway 8454 Bishop 6187	J. L. McMurray F. A. Boyle F. T. Myles E. P. Burns N. J. Sims C. C. Bowers	Transmitters, transmitter accessories, transcription turntable equipment, microphone accessories, monitoring and test equipment, transmitting tubes, speech input equipment, acetate recording blanks, amplifiers, antennas, crystals, condensers, field amplifier equipment, recording equipment, microphones
Radio City Products Co., Inc.	New York	88 Park Place	Cortlandt 7-5654	M. Reiner	Tube testers, D.C. vacuum tube voltmeter, ohmmeters, oscillators, combination volt-ohm-milliameters
Radio Engineering Labs., Inc.	Long Island City, N. Y.	35-54 36th St.	Ravenswood 8-2340	Chas. M. Srebroff	Frequency modulation transmitter, frequency modulation receivers and air column loud speakers, components
Radio Engineering & Mfg. Co.	New York	60 W. 25th St.	Chickering 3-2222	Paul A. Girard	Portable transcription reproducers, and turntables
Radio Pictures, Inc.	New York	730 5th Ave.	Columbus 5-5536	John V. L. Hogan	Facsimile equipment
Radio Specialties Co.	Los Angeles, Cal.	1956 S. Figueroa St.	Prospect 7271	Pat Marinack	Wholesale radio parts and equipment, recording discs
Radiotone, Inc.	Hollywood, Cal.	7356 Melrose Ave.	York 7204	W. H. Snow	Recording instruments, playback systems, acetate recording discs and accessories

[Continued on Page 330]

LAPP GAS-FILLED CONDENSERS
LAPP TOWER FOOTING INSULATORS
LAPP GUY STRAIN INSULATORS
LAPP PORCELAIN WATER COILS

CHECK LIST

FOR RADIO ENGINEERS

CONTEMPLATING PURCHASE OF NEW TRANSMITTER EQUIPMENT

Dedicated to the cause of more efficient, trouble-free radio transmission, these Lapp specialties should be on the check list of every engineer contemplating installation of new transmitter equipment or modernization of present equipment. "Insulated by Lapp" is a phrase synonymous with operating security in radio transmission and in electrical power transmission the world over.

☐ **LAPP GAS-FILLED CONDENSERS**

New, superior design and rigid mechanical construction in the Lapp Condenser results in genuinely trouble-free service. Maximum capacity for given external dimensions. Practically zero loss. No change in capacitance with change in temperature. Puncture-proof. Wide range of sizes for practically every transmission requirement.

☐ **LAPP TOWER FOOTING INSULATORS**

Sectionalizing types for insulation of existing structures. Push-pull types for self-supporting radiators. Base insulators for guyed radiators up to 1000-foot height. All these base insulators utilize the Lapp patented curved-side compression cone for maximum mechanical strength.

☐ **LAPP GUY INSULATORS**

Mast guy insulators are available in a range of sizes suitable for supporting structures up to and including 1000 feet high and 500 KW duty, for break-up duty and primary installation. Construction with the Lapp compression cone assures that porcelain be loaded only in compression.

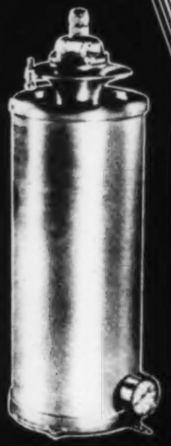
☐ **LAPP PORCELAIN WATER COILS**

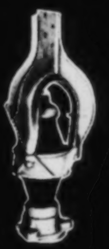
The famous Lapp Water Coil for transmitter tube cooling, the coil that eliminated sludging in the water system. Because water used with the Lapp coil remains pure and at high resistance, tube life is increased and expense and inconvenience of changing water and replacing hose and fittings is eliminated. Alternate cooling system can be worked out with Lapp porcelain pipe, pieces and fittings of which are available for practically any requirement.

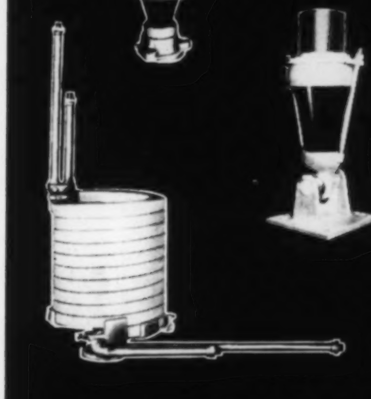
Complete descriptive literature is available on all these Lapp specialties for radio transmission. Write today.

LAPP

INSULATOR CO., INC., LE ROY, N. Y., U. S. A.

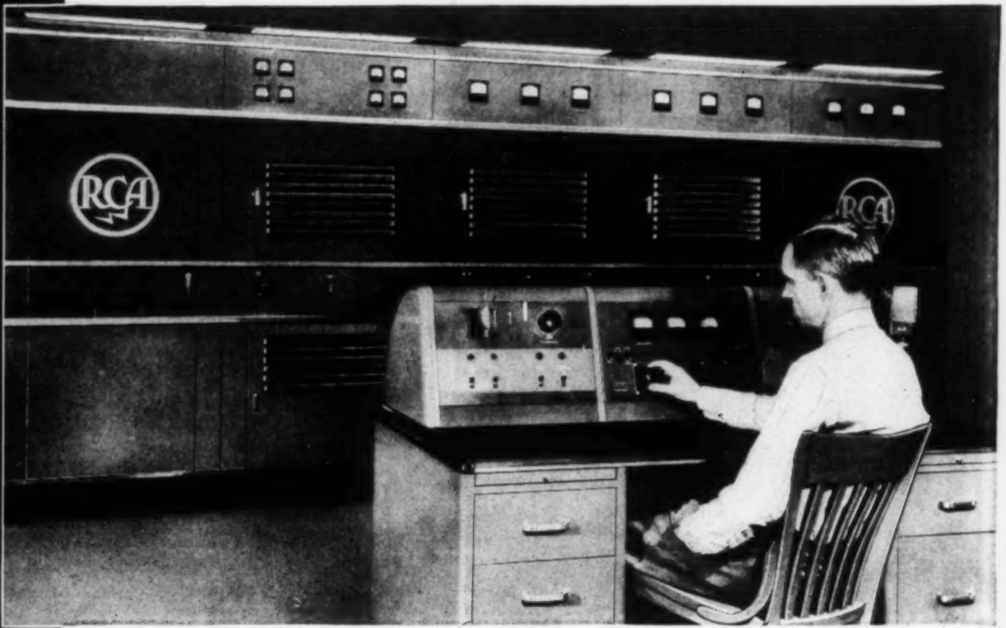






Offers a complete line FOR COMPLETE

RCA Transmitters from 100 watts to 50,000 watts



To meet the needs of the nation's radio stations, RCA makes two lines of transmitters . . . a de luxe line and an economy line. Both are backed by capable engineering, extensive production facilities, a thorough test system, and an organization recognized among broadcasters for its ability to produce functional apparatus at reasonable prices.

RCA de luxe transmitters offer you high fidelity, reliable performance at low operating cost. They are designed for flexibility that permits you to increase power by adding standard amplifier units to the original equipment. They feature modern, attractively styled cabinets, full metering, circuit breaker protection, and heavy, oversize components.

The RCA economy line of transmitters combine excellent performance with low initial cost and low operating cost. They are thoroughly dependable and are built to the highest standards.

The many stations it is the privilege of RCA to serve are active examples of how it pays to go "RCA All the Way."

Use RCA Tubes In Your Station—for quiet, reliable performance

of Broadcasting Equipment

BROADCASTING SERVICE

RCA Speech Input Equipment

From Single Studio to Multiple Studio Installations!

RCA builds Speech Input Equipment to meet the needs of every station . . . large or small. Some systems are "custom built" for special requirements. Others are standard combinations of RCA speech units which have been assembled and tested in the factory and which are carried in stock complete and ready for shipment.

There are de luxe units which are the finest equipment yet devised. They guarantee maximum performance, reliability and convenience under all conditions.

And, there is the RCA Economy Speech Input line designed to enable stations to achieve high-fidelity transmission within limited budgets.

All offer fine performance, modern styling, typical RCA reliability, convenience of operation, and reasonable cost.

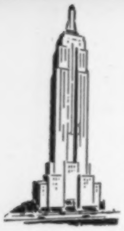
RCA

A complete and flexible speech input system designed to handle two studios, an announce and transcription booth, and six remote lines

...And RCA offers you

for Complete Television Service...

RCA Television Camera

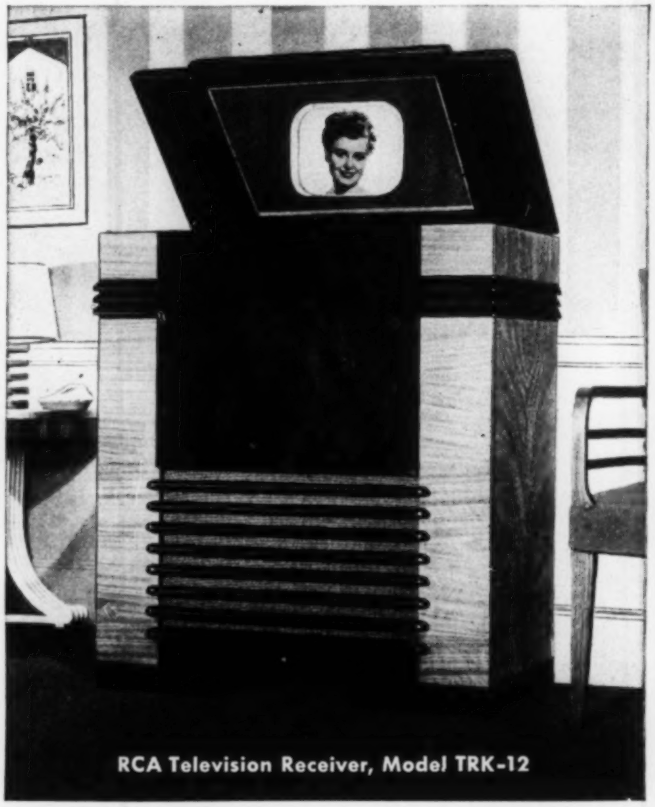


RCA Television Equipment has already earned the right by performance to take its place with RCA Broadcast Equipment. The technical excellence achieved by RCA picture apparatus is another example of the value of the intensive research and pre-testing of equipment which precedes the marketing of any type of RCA Broadcast Equipment.

RCA Television Equipment is integrated just as is RCA Broadcasting Equipment. It includes receivers of several different types, video amplifier and terminal equipment, transmitters, vacuum tubes, measurement apparatus and television field pickup units.

We are ready to equip your station with complete apparatus for complete television broadcasting service. You can buy with assurance that RCA design methods in television are the same as those which have made RCA Broadcasting Equipment so reliable and so outstanding in its field. We will gladly furnish you with complete information upon request.

RCA 1 KW Television Transmitter

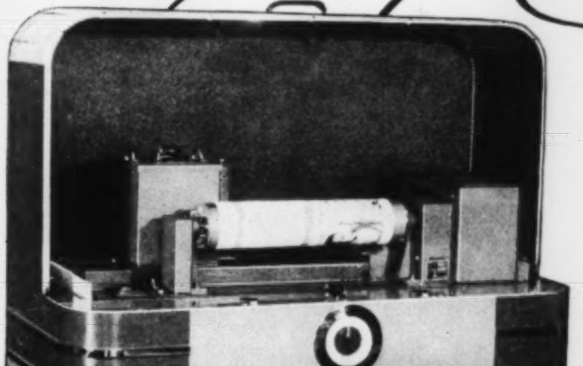


RCA Television Receiver, Model TRK-12

High Quality Equipment

and Complete Facsimile Service

RCA FACSIMILE . . . a field of increasing opportunities for newspapers and broadcasters



RCA Facsimile Scanner

Facsimile is now passing from the experimental stage into the field of everyday use . . . Facsimile is ripe for exploitation. Enterprising radio stations and newspapers are installing RCA Facsimile Equipment and devising program services of real interest to the public.

RCA Facsimile is designed for use with either ultra high frequency or conventional broadcast transmitters . . . it may be added at the station in place of an audio channel. It offers the advantages of excellent detail, simplicity of operation, low cost of paper, convenient business letter sized sheets and black and white copy.

We feel it is to your advantage to learn all the facts about Facsimile now. It is on the verge of expansion. And a rounded plan for the future of your enterprises calls for RCA Facsimile. We will be glad to supply you with complete information concerning our plans.

What RCA Facsimile Offers You

1. Superior quality reproduction through unique RCA process.
2. Black on white reproduction on *ordinary* paper.
3. Reproduction of 7-point type with excellent detail.
4. Half-tone reproduction of photographs.
5. Synchronization developed during 1939.
6. Low paper costs.
7. Highly improved transmission circuits.
8. Maximum dependability—minimum maintenance.
9. Backing of the foremost radio-and-communications organization in the world.

RCA *Broadcast Equipment*

RCA MANUFACTURING CO., INC., CAMDEN, N. J. • A Service of the Radio Corporation of America

New York: 1270 Sixth Ave. • Chicago: 589 E. Illinois St. • Atlanta: 530 Citizens & Southern Bank Bldg. • Dallas: Santa Fe Bldg. • San Francisco: 170 Ninth St. • Hollywood: 1016 N. Sycamore Ave.

PROVED DEPENDABILITY..

• 250-DIAMETER ENLARGEMENTS

By means of the microscope, cross-sections of thoriated-tungsten filaments are tremendously enlarged and checked to eliminate all chance for inaccuracies in application of the carbide filament layer so essential in maintaining a uniform layer of thorium on the surface. It is because of this sort of engineering care that RCA filaments are noted for longer life, greater dependability.

No guesswork here! Photomicrographs of tungsten filament cross-sections *prove* the uniformity of the outer carbide layer required by RCA standards.

• POLARISCOPE . . .

The tube structure has passed all the exacting RCA tests, but what of its glass envelope? This polariscope tells the story. Even the slightest stress or strain in the glass becomes evident and engineering corrections can then be made to eliminate any danger of leakage or breakage. As always, the aim is to supply you with tubes of unquestioned dependability in *every* physical as well as every electrical characteristic.

• HOT STUFF . . .

Here, an RCA engineer is using a portable pyrometer to determine the exact degree of heat applied to the anode of a Transmitting Tube during the exhaust process. The elimination of guesswork in this important operation means that every tube receives the same thorough exhaust.

Depicted here are but a few of the many unusual RCA processes and painstaking engineering tests that make RCA Transmitting Tubes unexcelled for long, trouble-free performance plus real tube economy.

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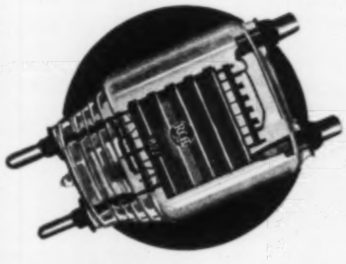
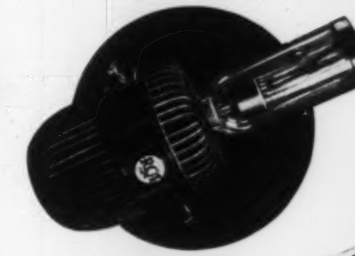
Y.. Less Cost Per Hour of Service

RCA PACE-SETTERS for MODERN BROADCAST ENGINEERING





RCA-833
Heavy-Duty, Tantalum-Plate H-F Triode*
D-c plate voltage..........3000 max. volts
D-c plate current..........500 max. ma.
D-c plate input..........1250 max. watts
Plate dissipation..........300 max. watts
Power output (approx.)....1000 watts

●

RCA-813
High-Power, Carbon-Plate R-F Beam Tetrode*
D-c plate voltage..........2000 max. volts
D-c screen voltage..........400 max. volts
D-c plate current..........180 max. ma.
D-c plate input..........360 max. watts
Plate dissipation..........100 max. watts
Power output (approx.)....260 watts

●

RCA-810
High-Perveance, Carbon-Plate R-F Triode*
D-c plate voltage..........2000 max. volts
D-c plate current..........250 max. ma.
D-c plate input..........500 max. watts
Plate dissipation..........125 max. watts
Power output (approx.)....375 watts

●

RCA-12AP4/1803-P4
12-Inch Electromagnetic Kinescope, White Phosphor
Anode No. 2 voltage..........7000 max. volts
Anode No. 1 voltage..........1900 max. volts
Grid No. 2 voltage..........250 max. volts
Color of fluorescence..........White
Maximum overall length....25±⅜ Inches
Picture size..........7¾ x 9¾ Inches

RCA-891-R
Water-Cooled Low-Mu Triode R-F Amplifier, Modulator*
D-c plate voltage..........12000 max. volts
D-c plate current..........2 max. amps.
D-c plate input..........18 max. kw.
Plate dissipation..........6 max. kw.
Power output (approx.)....12 kw.

●

RCA-892
Water-Cooled High-Mu Triode R-F Amplifier, Modulator*
D-c plate voltage..........15000 max. volts
D-c plate current..........2 max. amps.
D-c plate input..........30 max. kw.
Plate dissipation..........10 max. kw.
Power output (approx.)....20 kw.

●

RCA-6AB7/1853
High-Transconductance Television R-F Amplifier Pentode. Remote Cut-Off Type. Transconductance..........5000 micromhos

RCA-6AC7/1852 High Transconductance Television R-F Amplifier Pentode, Semi-Remote Cut-Off Type. Transconductance, 9000 micromhos

RCA-1850
High-Sensitivity Iconoscope
Designed Primarily for Direct Pick-Up of Scenes to be Televised.

●

RCA-1849
Iconoscope Made Especially for Televising Movie Films. Designed so that a sudden change in average illumination does not cause a spurious signal.

●

RCA-1899
Five-Inch Electromagnetic Monoscope for Testing 441-Line Television Equipment. Pattern calibration up to 500 lines.

*Values are CCS class C telegraphy ratings.

The 192-page RCA Technical Manual TT-3 contains full details on RCA Air-Cooled Transmitting Tubes, plus a wealth of tube application information. 25c net through RCA jobbers, or direct from RCA Commercial Engineering Section, Harrison, N. J. Transmitting Tube Folder TT-100 (16 pages) is available free.

ICAS RATINGS *Announced!*

If you are interested in services where tubes are used intermittently, write for free bulletin describing the new ICAS (Intermittent Commercial and Amateur) Ratings for many of the most popular RCA Air-cooled Transmitting-Tube types. Pioneered and developed by RCA, these new ratings pave the way for the highest power at the lowest price, wherever the call is for intermittent service as compared to the 18-hour-a-day-or-better service on which RCA CCS (Continuous Commercial Service) Ratings are based.

FOR EVERY *Broadcasting* APPLICATION

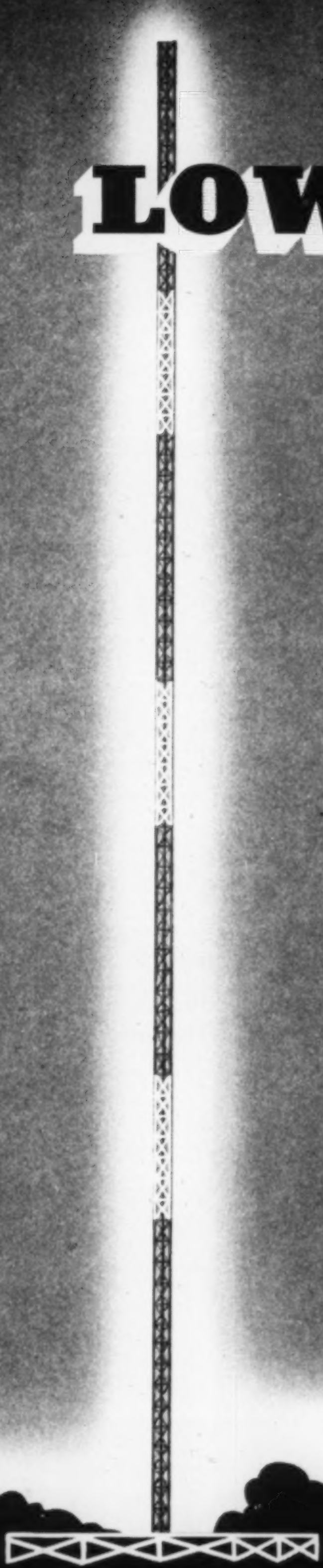
CE

RCA MANUFACTURING CO., INC., CAMDEN, N. J. A Service of The Radio Corporation of America

DIRECTORY OF BROADCASTING EQUIPMENT MANUFACTURERS

[Continued from Page 322]

NAME OF COMPANY	CITY	ADDRESS	TELEPHONE	MANAGER	PRODUCTS
Radio Transceiver Laboratories	Richmond Hill, N. Y.	8627 115th St.	Virginia 7-6428	Frank Jacobs	Portable and pack transmitters
Ralston Record Co.	Pitman, N. J.	Pitman, N. J.	Pitman 511	F. L. Pedrick	Recording equipment
Ray-O-Vac Co.	Madison, Wis.	2317 Winnebago St.	Badger 193	W. A. Brannon	A, B and C batteries
Rangertone, Inc.	Newark, N. J.	201 Verona Ave.	Humboldt 2-0123	R. H. Ranger	Recording needles, signature chimes, recording blanks
Raytheon Mfg. Co.	Waltham, Mass.	190 Willow St.	Waltham 4610	....	A-C voltage stabilizers, constant voltage transformers, rectifiers, rectified A-C power supplies, amplifiers
Recoton Corp.	New York	178 Prince St.	Walker 5-6151	F. Behrendt	Sapphire and steel cutting needles, sapphire playback needles, steel transcription needles
Rek-O-Kut Corp.	New York	254 Canal St.	Canal 6-3835	George Silber	Recording overhead feed mechanism, all types feedscrews, custom built turntables and equipment for recorders
Remler Co., Ltd.	San Francisco, Cal.	2101 Bryant St.	Valencia 3435	P. S. Lucas	Attenuators
Charles E. Schuler Engineering Co.	Newark, Ohio	Williams & Cambria Sts.	4319	Charles E. Schuler	Vertical radiators
Shure Brothers	Chicago, Ill.	225 W. Huron St.	Delaware 8383	J. A. Berman	Microphones, microphone stands, accessories, pickups
Scientific Radio Service	University Park, Md.	124 Jackson Ave.	Hyattsville 535	H. D. Eisenhauer	Piezo electric crystals and holders
Seattle Radio Supply	Seattle, Wash.	2117 Second Ave.	Seneca 2345	Marshall James	Tubes, microphones, studio accessories, reproducers, turntables, recorders
Sound Apparatus Co.	New York	150 W. 46th St.	Bryant 9-8776	A. W. Niemann	Recording machines, recording blanks, needles, filters, equalizers, recording heads, pickups, recording amplifiers and chassis, recording and playback motors
Speak-O-Phone Recording and Equipment Co.	New York	23 West 60th St.	Columbus 5-1350	C. A. Austin	Recording equipment, acetate discs
Spokane Radio Co., Inc.	Spokane, Wash.	611 W. First Ave.	Main 3213	M. H. Willis	Recording equipment and supplies, remote amplifiers, audio and studio speakers, parts, tubes, custom building
Standard Transformer Corp.	Chicago, Ill.	1500 N. Halsted St.	Lincoln 5600	C. L. Pugh	High-fidelity, plates, filament, modulation, tranceiver and isolating transformers; chokes, voltage regulators, drivers, line matching units, power packs
George A. Starbird	Hollywood, Cal.	1746 Mariposa Ave.	Morningside 1-1463	George A. Starbird	Microphone booms, cable hooks
Stromberg-Carlson Telephone Mfg. Co.	Rochester, N. Y.	100 Carlson Rd.	Culver 260	L. A. Randal	Relays, keys, patch cords, console type monitor speakers, amplifiers and microphones, F-M apparatus
Stuyvesant Electrical Co., Inc.	New York City	140 Washington St.	Cortland 7-4410	H. Guttman	Microphones, amplifiers, recording equipment
Sundt Engineering Co.	Chicago, Ill.	4757 Ravenswood Ave.	Longbeach 7778	E. V. Sundt	Neon tubes, neon pocket testers, tuning wands, neobeam oscilloscope, special amplifiers
Swan Engineering Co.	Newark, N. J.	410 Freyhlinghuysen Ave.	Bigelow 8-2020	George Swan	Studio chairs, tube bending
Taylor Tubes, Inc.	Chicago, Ill.	2341 Wabansia Ave.	Armitage 1730	Frank J. Hajek	Transmitting tubes
Tech Laboratories	Jersey City, N. J.	7 Lincoln St.	Webster 4-1005	Magnus Bjorndal	Attenuators, volume indicators, controls, faders, gain sets, tap switches, mixing and switching panels
Thordarson Electric Mfg. Co.	Chicago, Ill.	500 W. Huron St.	Whitehall 6444	W. S. Hartford	Transformers, filter reactors, automatic voltage regulators
Transducer Corp.	New York	42 W. 48th St.	Bryant 9-7179	G. M. Giannini	Microphones, inter-communicating systems
Triplett Electrical Instrument Co.	Bluffton, Ohio	Harmond Road	323-W Bluffton	N. A. Triplett	Milliameters, ammeters, voltmeters, decibel meters, testing and measuring equipment
Truscon Steel Co.	Youngstown, O.	Youngstown, O.	3-2171	A. C. Wallen	Self supporting vertical radiators, uniform cross-section guyed masts
Turner Co.	Cedar Rapids, Ia.	909 17th St., N. E.	2-3527	H. W. Johnson	Crystal, dynamic microphones, microphone equipment
United Electronics Co.	Newark, N. J.	42 Spring St.	Humbolt 2-0577	C. A. Rice	Transmitting tubes, rectifiers
United States Gypsum Co.	Chicago, Ill.	300 W. Adams St.	State 6100	S. P. Walker	Sound insulative and sound absorptive construction
United Transformer Corp.	New York	150 Varick St.	Canal 6-1080	I. A. Mitchell	Transformers, reactors, voltage regulators, filters, varitrans, rectifiers, control equipment
Universal Battery Co.	Chicago, Ill.	3410 So. La Salle St.	Boulevard 6065	Robert D. Mowry	Storage batteries
Universal Microphone Co., Ltd.	Inglewood, Cal. Los Angeles	424 Warren Lane	Orchard 7-4216 Oregon 8-1030	J. R. Fouch	Recording machines, cutting stylii, cutting heads, recording blanks, recording amplifiers, microphones, stands, cables and accessory equipment
Utah Radio Products Co.	Chicago, Ill.	812 N. Orleans	Superior 8388	G. Hamilton Beasley	Speakers, transformers, volume and tone controls, jacks, switches, potentiometers, rheostats, plugs, vibrators
Ward Leonard Electric Co.	Mt. Vernon, N. Y.	31 South St.	Fairbanks 4-1015	A. A. Berard	Rheostats, relays, resistors
Webster Co.	Chicago, Ill.	5622 Bloomingdale St.	Merrimac 3100	Charles Cushway	Microphones, amplifiers, turntables, record changers, phonomotors, pickups
Webster Electric Co.	Racine, Wis.	Clark & De Koven Aves.	Jackson 6776	....	Recording heads, power amplifiers, intercommunicating systems
W. S. E. Co.	Lancaster, Pa.	310 W. Orange St.	3-2622	Warner & Schrite	Tower painting
Western Electric Co.	**(See Graybar Electric Co.)**				
Westinghouse Electric & Mfg. Co.	Baltimore, Md.	2519 Wilkens Ave.	Gilmore 7320	E. T. Morris	Broadcast transmitters and accessories built to customer's specifications
Weston Electrical Instrument Corp.	Newark, N. J.	614 Freylinghuysen Ave.	Bigelow 3-4700	V. E. Jenkins	A-C, D-C thermo panel instruments, power level indicators, electrical testing equipment
Willard Storage Battery Co.	Cleveland, O.	246 E. 131st St.	Glenville 2600	E. N. Sutherland	Dry batteries
Wincharger Corp.	Sioux City, Iowa Winnipeg, Man.	E. 7th and Division Market St.	8-6513 9-2333	M. M. Lasensky Jack Cooper I. L. Peterman	Antenna towers, vertical and supporting towers, base insulators, strain insulators, cable, turnbuckles
Wright's Electrical Instrument Laboratory	Portland, Ore.	Reed College	Sunset 1112	John Wright	Custom built electrical instruments, repair service



LOWER COST

WINCHARGER

REG. U.S. PAT. OFF.

NEW GUYED

VERTICAL RADIATOR

A new and improved guyed tower designed for commercial radio stations. Uniform cross section. Liberal safety factor throughout; for example, guys have safety factor of five in a 70 mile wind. Low erection cost. Lower initial cost due to tremendous annual tower volume in wind-electric field. Wincharger tower now used and endorsed by numerous commercial and government stations.

★

APPROXIMATE COSTS

Following prices include towers furnished with prefixed guy sockets (except 200 foot tower), Lapp base insulators, high strength guys, guy insulators, turnbuckles and paint:

200 FT. TOWER	***$675.00**
240 FT. TOWER	***$1525.00**
300 FT. TOWER	***$2100.00**

(Experienced erection engineers available to handle complete installation of tower.)

*F. O. B. Sioux City, Iowa less lighting and erection costs.

WINCHARGER CORPORATION
SIOUX CITY IOWA

WRITE FOR COMPLETE DETAILS INCLUDING STRESS ANALYSIS ON TOWERS

MANUFACTURERS OF RECORDING AND ASSOCIATED EQUIPMENT

ALLIED PHONOGRAPH & RECORD MFG. Co.—1041 N. Las Palmas Ave., Hollywood, Cal. Telephone: Hollywood 5107. Manager: Louis I. Goldberg. Manufactures: recording blanks, electrical reproducers.

ALLIED RADIO Corp.—833 W. Jackson Blvd., Chicago, Ill. Telephone: Haymarket 6800. Manager: Julius McBarron. Manufactures: recorders, discs, needles, turntables, reproducers.

ALLIED RECORDING PRODUCTS Co.—126 W. 46th St., New York City. Telephone: Bryant 9-1435. Manager: I. H. Goldman. Manufactures: recording machines, recording blanks, recording amplifiers, accessories.

ANSLEY RADIO Corp.—4377 Bronx Blvd., New York City. Telephone: Fairbanks 4-4110. Manager: A. C. Ansley. Manufactures: portable playback equipment.

ASTATIC MICROPHONE LAB.—830 Market St., Youngstown, O. Telephone: 3-2115. Manager: R. T. Schottenberg. Manufactures: crystal pickups, crystal recording heads, accessories.

AUDAK Co.—500 Fifth Ave., New York City. Telephone: Lackawanna 4-3723. Manager: George V. Sullivan. Manufactures: pickups, cutting heads.

AUDIO DEVICES, Inc.—1600 Broadway, New York City. Telephone: Circle 5-5696. Manager: A. C. Travis. Manufactures: instantaneous recording blanks.

BELL SOUND SYSTEMS—1183 Essex Ave., Columbus, O. Telephone: University 5121. Manager: F. W. Bell. Manufactures: playback equipment, turmtables, recorders.

BRUSH DEVELOPMENT Co.—3311 Perkins Ave., Cleveland, O. Telephone: Endicott 3315. Manager: Victor B. Phillips. Manufactures: pickups, record cutters.

COLLINS RADIO Co.—2920 1st Ave., Cedar Rapids, Ia. Telephone: 8197. Manager: M. H. Collins. Manufactures: recording amplifiers.

F. L. COOK—606 Parkman Ave., Los Angeles, Cal. Telephone: Fitzroy 9833. Manager: F. L. Cook. Manufactures: recording discs, needles, cutting stylii, motors.

DUPLEX RECORDING DEVICES Co.—514 W. 36th St., New York. Telephone: Bryant 9-0308. Manager: Benjamin Rose. Manufactures: recording equipment.

ELECTRICAL SOUND ENGINEERING Co., 904 E. 41st St., Baltimore, Md. Telephone: University 7513. Manufactures: recorders, discs, needles, audio and control equipment.

FAIRCHILD AERIAL CAMERA Corp.—88-06 Van Wyck Blvd., Jamaica, L. I., N. Y. Telephone: Jamaica 6-3800. Manager: R. H. Lasche. Manufactures: recording equipment, pickups, transcription turntables.

FEDERAL RECORDER Co., 50 W. 57th St., New York. Telephone: Circle 5-8497. Manager: M. M. Pochapin. Manufactures: recorders, accessories, blank discs, recording and playback needles.

GARRARD SALES Corp. — 296 Broadway, New York. Telephone: Rector 2-1423. Manager: Wm. Carduner. Manufactures: record changers, transcription motors, pickups, cases.

GATES RADIO & SUPPLY Co.—Quincy, Ill. Telephone: Main 735. Manager: P. S. Gates. Manufactures: transcription equipment, sound effects tables.

GOULD-MOODY Co.—395 Broadway, New York City. Telephone: Canal 6-3446. Managers: Sidney S. Gould, William Moody. Manufactures: recording blanks.

LANSING MFG. Co.—6900 McKinley Ave., Los Angeles, Cal. Telephone: Thornwall 4175. Manager: L. B. Brittain. Manufactures: lateral recording ing equipment.

MAXWELL-SMITH Co.—1027 N. Highland, Hollywood, Cal. Telephone: Hillside 7866. Manager: Leo Petroff Manufactures: transcription equipment.

McDONALD ENGINEERING Co.—934 N. Western Ave., Los Angeles, Cal. Telephone: Hollywood 1679. Manager: Clifford C. McDonald. Manufactures: custom built reproducing equipment.

MILES REPRODUCER Co. — 812 Broadway, New York City. Telephone: Gramercy 5-9466. Manager: J. M. Kuhlick. Manufactures: sound or film recording machines.

MIRROR RECORD Corp.—58 W. 25th St., New York City. Telephone: Chelsea 3-2222. Manager: Paul K. Trautwein. Manufactures: recording equipment, recording blanks, recording needles, playback needles.

MUSICRAFT RECORDS, Inc.—10 W. 47th St., New York City. Telephone: Bryant 9-6564. Manager: Duane N. Davis. Manufactures: instantaneous recording blanks.

NASH RADIO PRODUCTS Co.—5437 Lisette Ave., St. Louis, Mo. Telephone: Flanders 4758. Manager: R. S. Nash. Manufactures: Playback equipment, transcription permatizer, master disc cutting lubricant, record cleaner, turntable oils and greases, recording discs, accessories.

PACIFIC SOUND EQUIPMENT Co.—180 N. Poinsettia Pl., Hollywood, Cal. Telephone: Wyoming 6937. Manager: Robt. G. Metzner. Manufactures: recording equipment, phonograph and transcription playbacks, P. A. systems.

PAN AMERICAN RECORD Co. — 705 S. 1st St., Louisville, Ky. Telephone: Wabash 3773. Manufactures: record factory equipment and supplies.

PIEZOELECTRIC LABS. — New Dorp, N. Y. Telephone: Dongan Hill 6-2376-R. Manager: Chas. G. Ligh. Manufactures: recording equipment, acetate coated records.

POINSETTIA, Inc.—Pitman, N. J., Telephone: Pitman 511. Manager: E. Poinsett. Manufactures: sound recording equipment, record processing equipment, record factory equipment.

PRESTO RECORDING Corp. — 242 W. 55th St., New York City. Telephone: Columbus 5-7760. Manager: R. C. Powell. Manufactures: instantaneous recording equipment, blank discs, cutting and playing needles, transcription turntables, accessories.

B. A. PROCTOR CO. Inc.—230 Park Ave., New York City. Telephone: Murryhill 6-7542. Manager: F. C. W. Thiede. Manufactures: pickups, recording machines, sound effects, reproducing units.

RADIAD SERVICE—612 N. Michigan Ave., Chicago, Ill. Telephone: Superior 1275. Manager: Edward L. Foertsch. Manufactures: turntables, record cabinets, albums.

RADIO ENGINEERING & MFG. Co.—60 W. 25th St. Telephone: Chelsea 3-2222. Manager: Paul A. Girard. Manufactures: portable transcription reproducers and turntables.

RADIO SPECIALTIES Co.—1956 S. Figueroa St., Los Angeles, Cal. Telephone: Prospect 7271. Manager: Pat Marinack. Manufactures: recording discs.

RADIOTONE Inc. — 7356 Melrose Ave., Hollywood. Cal. Telephone: York 7204. Manager: W. H. Snow. Manufactures: recording instruments, playback systems, acetate recording discs and accessories.

RALSTON RECORD Co.—Pitman, N. J. Telephone: Pitman 511. Manager: F. L. Pedrick. Manufactures: recording equipment.

RANGERTONE Inc. — 201 Verona Ave., Newark, N. J. Telephone: Humboldt 2-0123. Manager: Major R. H. Ranger. Manufactures: recording needles, recording blanks.

RCA MANUFACTURING Co.—Front & Cooper Sts., Camden, N. J. Telephone: Camden 8000. Manager: I. R. Baker. Manufactures: transcription turntables.

RECOTON Corp. — 178 Prince St., New York City. Telephone: Walker 5-6151. Manager: F. Behrendt. Manufactures: sapphire and steel cutting needles, sapphire transcription needles, sapphire playback needles.

REK-O-KUT Corp.—254 Canal St., New York City. Telephone: Canal 6-3835. Manager: George Silber. Manufactures: recording overhead feed mechanism, all types feedscrews, custom built turntables and equipment for recorders.

SEATTLE RADIO SUPPLY—2117 Second Ave., Seattle, Wash. Telephone: Seneca 2345. Manager: Marshall Jones. Manufactures: reproducers, turntables, recorders.

SHURE BROS.—225 W. Huron St., Chicago. Telephone: Delaware 8383. Manager: J. A. Berman. Manufactures: pickups.

SOUND APPARATUS Co.—150 W. 46th St., New York City. Telephone: Bryant 9-8776. Manager: A. W. Niemann. Manufactures: recording machines, blanks, needles, recording heads, pickups, recording amplifiers.

SOUND PROJECTS Co.—3140 Walton St., Chicago, Ill. Telephone: Nevada 6262. Manager: Edw. L. Foertsch. Manufactures: turntables, playbacks.

SPEAK-O-PHONE RECORDING & EQUIPMENT Co.—23 W. 60th St., New York City. Telephone: Columbus 5-1850. Manager: C. A. Austin. Manufactures: recording equipment, acetate discs.

SPOKANE RADIO Co. — 611 W. First Ave., Spokane, Wash. Telephone: Main 3213. Manager: M. H. Willis. Manufactures: recording equipment and supplies.

STUYVESANT ELECTRICAL Co.—140 Washington St., New York City. Telephone: Courtland 7-4410. Manager: H. Guttman. Manufactures: recording equipment.

UNIVERSAL MICROPHONE Co. Ltd.—424 Warren Lane, Inglewood, Cal. Telephone: Orchard 7-4216, Los Angeles. Telephone: Oregon 8-1030. Manager: J. R. Fouch. Manufactures: recording machines, cutting stylii, cutting heads, blanks, recording amplifiers.

WEBSTER Co.—5622 Bloomingdale St., Chicago. Telephone: Merrimac 3100. Manager: Chas. Cushway. Manufactures: turntables, record changers, pickups.

WEBSTER ELECTRIC Co.—Clark and De Koven Aves., Racine, Wis. Telephone: Jackson 6776. Manufactures: recording heads.

MIRROR RECORD Corporation

Perfect Reflection calls for
A Flawless Original--
'Mirror Records' are
Consistently so!

Blank Discs
AND ACCESSORIES for Recording

MIRROR RECORD CORPORATION · 58 WEST 25th STREET · NEW YORK, N. Y.
CHelsea 3-2222 & 2223 · P. K. TRAUTWEIN, Pres.

WORLD'S LARGEST MANUFACTURER OF INSTANTANEOUS SOUND RECORDING EQUIPMENT AND DISCS

PRESTO

RECORDING CORPORATION, 242 WEST 55th ST., NEW YORK, N. Y.

Official Kilocycle-Meter Conversion Table

Kilocycles (kc) to Meters (m), or Meters to Kilocycles

(Columns are Interchangeable)

kc or m	m or kc	kc or m	m or kc	kc or m	m or kc	kc or m	m or kc	kc or m	m or kc	kc or m	m or kc	kc or m	m or kc	kc or m	m or kc	kc or m	m or kc	kc or m	m or kc
		1,000	300.0	2,000	150.0	3,000	100.0	4,000	75 00	5,000	60.00	6,000	50.00	7,000	42.86	8,000	37.50	9,000	33.33
10	30,000	1,010	297.0	2,010	149.3	3,010	99.7	4,010	74.81	5,010	59.88	6,010	49.92	7,010	42.80	8,010	37.45	9,010	33.30
20	15,000	1,020	294.1	2,020	148.5	3,020	99.3	4,020	74.63	5,020	59.76	6,020	49.83	7,020	42.74	8,020	37.41	9,020	33.26
30	10,000	1,030	291.3	2,030	147.8	3,030	99.0	4,030	74.44	5,030	59.64	6,030	49.75	7,030	42.67	8,030	37.36	9,030	33.22
40	7,500	1,040	288.5	2,040	147.1	3,040	98.7	4,040	74.26	5,040	59.52	6,040	49.67	7,040	42.61	8,040	37.31	9,040	33.19
50	6,000	1,050	285.7	2,050	146.3	3,050	98.4	4,050	74.07	5,050	59.41	6,050	49.59	7,050	42.55	8,050	37.27	9,050	33.15
60	5,000	1,060	283.0	2,060	145.6	3,060	98.0	4,060	73.89	5,060	59.29	6,060	49.50	7,060	42.49	8,060	37.22	9,060	33.11
70	4,286	1,070	280.4	2,070	144.9	3,070	97.7	4,070	73.71	5,070	59.17	6,070	49.42	7,070	42.43	8,070	37.17	9,070	33.08
80	3,750	1,080	277.8	2,080	144.2	3,080	97.4	4,080	73.53	5,080	59.06	6,080	49.34	7,080	42.37	8,080	37.13	9,080	33.04
90	3,333	1,090	275.2	2,090	143.5	3,090	97.1	4,090	73.35	5,090	58.94	6,090	49.26	7,090	42.31	8,090	37.08	9,090	33.00
100	3,000	1,100	272.7	2,100	142.9	3,100	96.8	4,100	73.17	5,100	58.82	6,100	49.18	7,100	42.25	8,100	37.04	9,100	32.97
110	2,727	1,110	270.3	2,110	142.2	3,110	96.5	4,110	72.99	5,110	58.71	6,110	49.10	7,110	42.19	8,110	36.99	9,110	32.93
120	2,500	1,120	267.9	2,120	141.5	3,120	96.2	4,120	72.82	5,120	58.59	6,120	49.02	7,120	42.13	8,120	36.95	9,120	32.89
130	2,308	1,130	265.5	2,130	140.8	3,130	95.8	4,130	72.64	5,130	58.48	6,130	48.94	7,130	42.08	8,130	36.90	9,130	32.86
140	2,143	1,140	263.2	2,140	140.2	3,140	95.5	4,140	72.46	5,140	58.37	6,140	48.86	7,140	42.02	8,140	36.86	9,140	32.82
150	2,000	1,150	260.9	2,150	139.5	3,150	95.2	4,150	72.29	5,150	58.25	6,150	48.78	7,150	41.96	8,150	36.81	9,150	32.79
160	1,875	1,160	258.6	2,160	138.9	3,160	94.9	4,160	72.12	5,160	58.14	6,160	48.70	7,160	41.90	8,160	36.76	9,160	32.75
170	1,765	1,170	256.4	2,170	138.2	3,170	94.6	4,170	71.94	5,170	58.03	6,170	48.62	7,170	41.84	8,170	36.72	9,170	32.72
180	1,667	1,180	254.2	2,180	137.6	3,180	94.3	4,180	71.77	5,180	57.92	6,180	48.54	7,180	41.78	8,180	36.67	9,180	32.68
190	1,579	1,190	252.1	2,190	137.0	3,190	94.0	4,190	71.60	5,190	57.80	6,190	48.47	7,190	41.72	8,190	36.63	9,190	32.64
200	1,500	1,200	250.0	2,200	136.4	3,200	93.8	4,200	71.43	5,200	57.69	6,200	48.39	7,200	41.67	8,200	36.59	9,200	32.61
210	1,429	1,210	247.9	2,210	135.7	3,210	93.5	4,210	71.26	5,210	57.58	6,210	48.31	7,210	41.61	8,210	36.54	9,210	32.57
220	1,364	1,220	245.9	2,220	135.1	3,220	93.2	4,220	71.09	5,220	57.47	6,220	48.23	7,220	41.55	8,220	36.50	9,220	32.54
230	1,304	1,230	243.9	2,230	134.5	3,230	92.9	4,230	70.92	5,230	57.36	6,230	48.15	7,230	41.49	8,230	36.45	9,230	32.50
240	1,250	1,240	241.9	2,240	133.9	3,240	92.6	4,240	70.75	5,240	57.25	6,240	48.08	7,240	41.44	8,240	36.41	9,240	32.47
250	1,200	1,250	240.0	2,250	133.3	3,250	92.3	4,250	70.59	5,250	57.14	6,250	48.00	7,250	41.38	8,250	36 36	9,250	32.43
260	1,154	1,260	238.1	2,260	132.7	3,260	92.0	4,260	70.42	5,260	57.03	6,260	47.92	7,260	41.32	8,260	36.32	9,260	32.40
270	1,111	1,270	236.2	2,270	132.2	3,270	91.7	4,270	70.26	5,270	56.93	6,270	47.85	7,270	41.27	8,270	36.28	9,270	32.36
280	1,071	1,280	234.4	2,280	131.6	3,280	91.5	4,280	70.09	5,280	56.82	6,280	47.77	7,280	41.21	8,280	36.23	9,280	32.33
290	1,034	1,290	232.6	2,290	131.0	3,290	91.2	4,290	69.93	5,290	56.71	6,290	47.69	7,290	41.15	8,290	36.19	9,290	32.29
300	1,000	1,300	230.8	2,300	130.4	3,300	90.9	4,300	69.77	5,300	56.60	6,300	47.62	7,300	41.10	8,300	36.14	9,300	32.26
310	968	1,310	229.0	2,310	129.9	3,310	90.6	4,310	69.61	5,310	56.50	6,310	47.54	7,310	41.04	8,310	36.10	9,310	32.22
320	938	1,320	227.3	2,320	129.3	3,320	90.4	4,320	69.44	5,320	56.39	6,320	47.47	7,320	40.98	8,320	36.06	9,320	32.19
330	909	1,330	225.6	2,330	128.8	3,330	90.1	4,330	69.28	5,330	56.29	6,330	47.39	7,330	40.93	8,330	36.01	9,330	32.15
340	882	1,340	223.9	2,340	128.2	3,340	89.8	4,340	69.12	5,340	56.18	6,340	47.32	7,340	40.87	8,340	35.97	9,340	32.12
350	857	1,350	222.2	2,350	127.7	3,350	89.6	4,350	68.97	5,350	56.07	6,350	47.24	7,350	40.82	8,350	35.93	9,350	32.09
360	833	1,360	220.6	2,360	127.1	3,360	89.3	4,360	68 81	5,360	55.97	6,360	47.17	7,360	40.76	8,360	35.89	9,360	32.05
370	811	1,370	219.0	2,370	126.6	3,370	89.0	4,370	68.65	5,370	55.87	6,370	47.10	7,370	40.71	8,370	35.84	9,370	32.02
380	789	1,380	217.4	2,380	126.1	3,380	88.8	4,380	68.49	5,380	55.76	6,380	47.02	7,380	40.65	8,380	35.80	9,380	31.98
390	769	1,390	215.8	2,390	125.5	3,390	88.5	4,390	68.34	5,390	55.66	6,390	46.95	7,390	40.60	8,390	35.76	9,390	31.95
400	750	1,400	214.3	2,400	125.0	3,400	88.2	4,400	68.18	5,400	55.56	6,400	46.88	7,400	40.54	8,400	35.71	9,400	31.91
410	732	1,410	212.8	2,410	124.5	3,410	88.0	4,410	68.03	5,410	55.45	6,410	46.80	7,410	40.49	8,410	35.67	9,410	31.88
420	714	1,420	211.3	2,420	124.0	3,420	87.7	4,420	67.87	5,420	55.35	6,420	46.73	7,420	40.43	8,420	35.63	9,420	31.85
430	698	1,430	209.8	2,430	123.5	3,430	87.5	4,430	67.72	5,430	55.25	6,430	46.66	7,430	40.38	8,430	35.59	9,430	31.81
440	682	1,440	208.3	2,440	123.0	3,440	87.2	4,440	67.57	5,440	55.15	6,440	46.58	7,440	40.32	8,440	35.55	9,440	31.78
450	667	1,450	206.9	2,450	122.4	3,450	87.0	4,450	67.42	5,450	55.05	6,450	46.51	7,450	40.27	8,450	35.50	9,450	31.75
460	652	1,460	205.5	2,460	122.0	3,460	86.7	4,460	67.26	5,460	54.95	6,460	46.44	7,460	40.21	8,460	35.46	9,460	31.71
470	638	1,470	204.1	2,470	121.5	3,470	86.5	4,470	67.11	5,470	54.84	6,470	46.37	7,470	40.16	8,470	35.42	9,470	31.68
480	625	1,480	202.7	2,480	121.0	3,480	86.2	4,480	66.96	5,480	54.74	6,480	46.30	7,480	40.11	8,480	35.38	9,480	31.65
490	612	1,490	201.3	2,490	120.5	3,490	86.0	4,490	66.82	5,490	54.64	6,490	46.22	7,490	40.05	8,490	35.34	9,490	31.61
500	600	1,500	200.0	2,500	120.0	3,500	85.7	4,500	66.67	5,500	54.55	6,500	46.15	7,500	40.00	8,500	35.29	9,500	31.58
510	588	1,510	198.7	2,510	119.5	3,510	85.5	4,510	66.52	5,510	54.45	6,510	46.08	7,510	39.95	8,510	35.25	9,510	31.55
520	577	1,520	197.4	2,520	119.0	3,520	85.2	4,520	66.37	5,520	54.35	6,520	46.01	7,520	39.89	8,520	35.21	9,520	31.51
530	566	1,530	196.1	2,530	118.6	3,530	85.0	4,530	66.23	5,530	54.25	6,530	45.94	7,530	39.84	8,530	35.17	9,530	31.48
540	556	1,540	194.8	2,540	118.1	3,540	84.7	4,540	66.08	5,540	54.15	6,540	45.87	7,540	39.79	8,540	35.13	9,540	31.45
550	545	1,550	193.5	2,550	117.6	3,550	84.5	4,550	65.93	5,550	54.05	6,550	45.80	7,550	39.74	8,550	35.09	9,550	31.41
560	536	1,560	192.3	2,560	117.2	3,560	84.3	4,560	65.79	5,560	53.96	6,560	45.73	7,560	39.68	8,560	35.05	9,560	31.38
570	526	1,570	191.1	2,570	116.7	3,570	84.0	4,570	65.65	5,570	53.86	6,570	45.66	7,570	39.63	8,570	35.01	9,570	31.35
580	517	1,580	189.9	2,580	116.3	3,580	83.8	4,580	65.50	5,580	53.76	6,580	45.59	7,580	39.58	8,580	34.97	9,580	31.32
590	509	1,590	188.7	2,590	115.8	3,590	83.6	4,590	65.36	5,590	53.67	6,590	45.52	7,590	39.53	8,590	34.92	9,590	31.28
600	500	1,600	187.5	2,600	115.4	3,600	83.3	4,600	65.22	5,600	53.57	6,600	45.45	7,600	39.47	8,600	34.88	9,600	31.25
610	492	1,610	186.3	2,610	114.9	3,610	83.1	4,610	65.08	5,610	53.48	6,610	45.39	7,610	39.42	8,610	34.84	9,610	31.22
620	484	1,620	185.2	2,620	114.5	3,620	82.9	4,620	64.94	5,620	53.38	6,620	45.32	7,620	39.37	8,620	34.80	9,620	31.19
630	476	1,630	184.0	2,630	114.1	3,630	82.6	4,630	64.79	5,630	53.29	6,630	45.25	7,630	39.32	8,630	34.76	9,630	31.15
640	469	1,640	182.9	2,640	113.6	3,640	82.4	4,640	64.66	5,640	53.19	6,640	45.18	7,640	39.27	8,640	34.72	9,640	31.12
650	462	1,650	181.8	2,650	113.2	3,650	82.2	4,650	64.52	5,650	53.10	6,650	45.11	7,650	39.22	8,650	34.68	9,650	31.09
660	455	1,660	180.7	2,660	112.8	3,660	82.0	4,660	64.38	5,660	53.00	6,660	45.05	7,660	39.16	8,660	34.64	9,660	31.06
670	448	1,670	179.6	2,670	112.4	3,670	81.7	4,670	64.24	5,670	52.91	6,670	44.98	7,670	39.11	8,670	34.60	9,670	31.02
680	441	1,680	178.6	2,680	111.9	3,680	81.5	4,680	64.10	5,680	52.82	6,680	44.91	7,680	39.06	8,680	34.56	9,680	30.99
690	435	1,690	177.5	2,690	111.5	3,690	81.3	4,690	63.97	5,690	52.72	6,690	44.84	7,690	39.01	8,690	34.52	9,690	30.96
700	429	1,700	176.5	2,700	111.1	3,700	81.1	4,700	63.83	5,700	52.63	6,700	44.78	7,700	38.96	8,700	34.48	9,700	30.93
710	423	1,710	175.4	2,710	110.7	3,710	80.9	4,710	63.69	5,710	52.54	6,710	44.71	7,710	38.91	8,710	34.44	9,710	30.90
720	417	1,720	174.4	2,720	110.3	3,720	80.6	4,720	63.56	5,720	52.45	6,720	44.64	7,720	38.86	8,720	34.40	9,720	30.86
730	411	1,730	173.4	2,730	109.9	3,730	80.4	4,730	63.42	5,730	52.36	6,730	44.58	7,730	38.81	8,730	34.36	9,730	30.83
740	405	1,740	172.4	2,740	109.5	3,740	80.2	4,740	63.29	5,740	52.26	6,740	44.51	7,740	38.76	8,740	34.32	9,740	30.80
750	400	1,750	171.4	2,750	109.1	3,750	80.0	4,750	63.16	5,750	52.17	6,750	44.44	7,750	38.71	8,750	34.29	9,750	30.77
760	395	1,760	170.5	2,760	108.7	3,760	79.8	4,760	63.03	5,760	52.08	6,760	44.38	7,760	38.66	8,760	34.25	9,760	30.74
770	390	1,770	169.5	2,770	108.3	3,770	79.6	4,770	62.89	5,770	51.99	6,770	44.31	7,770	38.61	8,770	34.21	9,770	30.71
780	385	1,780	168.5	2,780	107.9	3,780	79.4	4,780	62.76	5,780	51.90	6,780	44.25	7,780	38.56	8,780	34.17	9,780	30.67
790	380	1,790	167.6	2,790	107.5	3,790	79.2	4,790	62.63	5,790	51.81	6,790	44.18	7,790	38.51	8,790	34.13	9,790	30.64
800	375	1,800	166.7	2,800	107.1	3,800	78.9	4,800	62.50	5,800	51.72	6,800	44.12	7,800	38.46	8,800	34.09	9,800	30.61
810	370	1,810	165.7	2,810	106.7	3,810	78.7	4,810	62.37	5,810	51.64	6,810	44.05	7,810	38.41	8,810	34.05	9,810	30.58
820	366	1,820	164.8	2,820	106.4	3,820	78.5	4,820	62.24	5,820	51.55	6,820	43.99	7,820	38.36	8,820	34.01	9,820	30.55
830	361	1,830	163.9	2,830	106.0	3,830	78.3	4,830	62.11	5,830	51.46	6,830	43.92	7,830	38.31	8,830	33.98	9,830	30.52
840	357	1,840	163.0	2,840	105.6	3,840	78.1	4,840	61.98	5,840	51.37	6,840	43.86	7,840	38.27	8,840	33.94	9,840	30.49
850	353	1,850	162.2	2,850	105.3	3,850	77.9	4,850	61.86	5,850	51.28	6,850	43.80	7,850	38.22	8,850	33.90	9,850	30.46
860	349	1,860	161.3	2,860	104.9	3,860	77.7	4,860	61.73	5,860	51.19	6,860	43.73	7,860	38.17	8,860	33.86	9,860	30.43
870	345	1,870	160.4	2,870	104.5	3,870	77.5	4,870	61.60	5,870	51.11	6,870	43.67	7,870	38.12	8,870	33.82	9,870	30.40
880	341	1,880	159.6	2,880	104.2	3,880	77.3	4,880	61.48	5,880	51.02	6,880	43.60	7,880	38.07	8,880	33.78	9,880	30.36
890	337	1,890	158.7	1,890	103.8	3,890	77.1	4,890	61.35	5,890	50.93	6,890	43.54	7,890	38.02	8,890	33.75	9,890	30.33
900	333	1,900	157.9	2,900	103.4	3,900	76.9	4,900	61.22	5,900	50.85	6,900	43.48	7,900	37.97	8,900	33.71	9,900	30.30
910	330	1,910	157.1	2,910	103.1	3,910	76.7	4,910	61.10	5,910	50.76	6,910	43.42	7,910	37.93	8,910	33.67	9,910	30.27
920	326	1,920	156.3	2,920	102.7	3,920	76.5	4,920	60.98	5,920	50.68	6,920	43.35	7,920	37.88	8,920	33.63	9,920	30.24
930	323	1,930	155.4	2,930	102.4	3,930	76.3	4,930	60.85	5,930	50.59	6,930	43.29	7,930	37.83	8,930	33.59	9,930	30.21
940	319	1,940	154.6	2,940	102.0	3,940	76.1	4,940	60.73	5,940	50.51	6,940	43.23	7,940	37.78	8,940	33.56	9,940	30.18
950	316	1,950	153.8	2,950	101.7	3,950	75.9	4,950	60.61	5,950	50.42	6,950	43.17	7,950	37.74	8,950	33.52	9,950	30.15
960	313	1,960	153.1	2,960	101.4	3,960	75.8	4,960	60.48	5,960	50.34	6,960	43.10	7,960	37.69	8,960	33.48	9,960	30.12
970	309	1,970	152.3	2,970	101.0	3,970	75.6	4,970	60.36	5,970	50.25	6,970	43.04	7,970	37.64	8,970	33.44	9,970	30.09
980	306	1,980	151.5	2,980	100.7	3,980	75.4	4,980	60.24	5,980	50.17	6,980	42.98	7,980	37.59	8,980	33.41	9,980	30.06
990	303	1,990	150.8	2,990	100.3	3,990	75.2	4,990	60.12	5,990	50.08	6,990	42.92	7,990	37.55	8,990	33.37	9,990	30.03
																		10,000	30.00

This table gives approximate values in meters corresponding to any number of kilocycles and vice versa. The table is based on the factor 300,000. To obtain kilocycles divide 300,000 by the number of meters, or to obtain meters divide 300,000 by the nnmber of kilocycles. This table gives values for every 10 kilocycles or meters between the limits of 10 and 10,000. The table is entirely reversible, that is, for example, 80 kilocycles equals 3,750 meters and also 3,750 meters equals 80 kilocycles. The range of the table is easily extended by shifting the decimal point; the shift is in opposite directions for each pair of values. For example, one can not find 567 in the first column, but its equivalent is obtained by finding later in the table that 5.670 kilocycles or meters equals 52.91 meters of kilocycles, from which 567 kilocycles or meters equals 529.1 meters or kilocycles. A similar method can be employed in determining higher and lower frequencies above 10 kilocycles and below 10,000 kilocycles.

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ALLEN B. DU MONT LABORATORIES—2 Main Ave., Passaic, N. J. Telephone: Passaic 3-1616. President: Allen B. Du Mont. Branch: 515 Madison Ave., New York City; Telephone, Plaza 5-6071; manager, M. B. Lajoie. (Experimental station and manufacture of television apparatus.)

AMERICAN TELEVISION Corp.—130 W. 56th St., New York City. Telephone: Columbus 5-7144. Officials: Samuel M. Saltzman, president; Dewey Bullock, vice-president; Edward C. Santilli, secretary-treasurer; A. H. Pogson, assistant treasurer; Louis W. Parker, chief engineer; Marshall P. Wilder, consultant; Miss Patsy Burke Green, program director. (Manufacturer of receivers.)

BAIRD TELEVISION Corp.—New York Office, 1600 Broadway. Telephone: Circle 6-4848. Representative: Ian C. Javal (Also see Baird Television Ltd., London.)

BELL TELEPHONE LABORATORIES—463 West St., New York City. (Visual transmission and coaxial cable experimentation).

CHICAGO TELEVISION & RESEARCH LABORATORIES, Inc.—64 E. Lake St., Chicago, Ill. Telephone: Ravenswood 9841. Officials: Wilfred G. MacCarthy, president and director of research; George Taylor and L. N. Dezettel, engineers. (Television research laboratory.)

COLUMBIA BROADCASTING SYSTEM, Inc.—485 Madison Ave., New York City. Telephone: Wickersham 2-2000. Television executives: Adrian Murphy, executive director of television; Leonard H. Hole, manager of television operations; Dr. Peter C. Goldmark, chief television engineer; Gilbert Seldes, director of television programs; John N. Dyer, assistant chief television engineer. (Experimental station and research.)

CROSLEY RADIO CORP.—Carew Tower Bldg., Cincinnati, O. Director: R. J. Rockwell. (Experimental laboratory.)

LEE DeFOREST LABORATORIES—5106 Wilshire Blvd., Los Angeles, Cal. Telephone: York 7288. (Television apparatus experiments.)

DON LEE BROADCASTING SYSTEM—Television division, 7th & Bixel St., Los Angeles, Cal. Telephone: Vandike 7111. Officials: Lewis Allen Weiss, vice-president and general manager; Harry R. Lubcke, director of television; Wilbur E. Thorp, assistant director of television; Thomas C. Sawyer, television producer; W. Klein, H. Jury and R. Pitzer, television engineers. (Experimental station and research.)

FARNSWORTH TELEVISION & RADIO Corp.—Fort Wayne, Ind. Director: Philo T. Farnsworth. (Television experiments and equipment.)

FIRST NATIONAL TELEVISION Corp.—Fidelity Bldg., Kansas City, Mo. Telephone: Harrison 5818. Executives: D. E. Kendrick, executive vice president; C. V. Peterson, treasurer and general manager. (Experimental station and school).

GENERAL ELECTRIC Co.—Schenectady, N. Y. Telephone: Schenectady 4-2211. Officials: C. E. Wilson, president; H. L. Andrews, vice-president; W. R. G. Baker, manager, Radio & Television Depts.; Perry Hadlock, manager, radio receiver sales; H. A. Crossland, manager, television sales; George Henyan, manager, transmitter sales. (Experimental stations; manufacture of apparatus.)

INTERNATIONAL TELEVISION RADIO Corp.—71 W. 23rd St., New York City. Telephone: Stuyvesant 9-2416. President: William H. Priess.

KALORAMA LABORATORY—168 Coit St., Irvington, N. J. Telephone: Essex 3-2211. Executive Vice-President: Emil A. Kern. (Experimental television and equipment.)

KANSAS STATE COLLEGE OF AGRICULTURE—Manhattan, Kan. Director: R. G. Kloeffler. (Experimental station.)

MIDLAND TELEVISION Inc.—Power & Light Bldg., Kansas City. Telephone: Harrison 5852. Officials: G. L. Taylor, president; N. G. Souther, vice-president; T. M. Gluyas, chief

NATIONAL BROADCASTING Co.—RCA Bldg., New York City. Telephone: Circle 7-8300. Officials Assigned to Television: Alfred H. Morton, vice-president in charge of television coordinator; N. E. Kersta, assistant to coordinator; O. B. Hanson, vice-president and chief engineer; Thomas H. Hutchinson, television program manager; Robert M. Morris, development engineer. (Experimental station.)

NATIONAL TELEVISION & MANUFACTURING Corp.—480 Lexington Ave., New York City. Telephone: Plaza 3-0515. President: William B. Campbell. (Television research and development.)

PHILCO RADIO & TELEVISION Co.—Tioga & C Streets, Philadelphia, Pa. Telephone: Nebraska 5100. Chief Television Engineer: A. F. Murray. (Experimental station).

PURDUE UNIVERSITY — West Lafayette, Ind. Telephone: Lafayette 3001. Directors: Dr. C. F. Harding, Prof. R. H. George, Prof. H. J. Heim. (Experimental station.)

RCA MANUFACTURING Co. Inc.—Front and Cooper Sts., Camden, N. J. Telephone: Camden 8000. Officials: Lewis M. Clement, vice-president in charge of research and engineering; E. W. Engstrom, general research; F. X. Rettenmeyer, receiver product design; J. B. Coleman, transmitter design; Dr. Vladimir Zworykin, director of electronic research. (Manufacturer of transmitting, receiving and field servicing equipment; associated with NBC.)

UNIVERSAL TELEVISION SYSTEM—Candler Bldg., Kansas City, Mo. Telephone: Victor 6423. Executives: S. Q. Noel, president; C. E. Salzer, vice-president and chief engineer. (Technical training school and laboratory.)

UNIVERSITY OF IOWA—Iowa City, Ia. Directors of Television: Prof. E. B. Kurtz, W. C. Morrison. (Experimental station.)

WALD RADIO & TELEVISION LABORATORIES, Inc.—1501 Broadway, New York City. Telephone: Lackawanna 4-0655. Officials: George Wald, president; Ralph Vatner, vice-president and general counsel; Robert Robins, secretary-treasurer. (Patent holding, research, experimentation.)

Experimental

Television Stations Authorized in U.S.

January 15, 1940

Licensee and Location	Call Letters	Frequency Bands in Kc.	Power in Watts Visual	Power in Watts Aural
Columbia Broadcasting System[1] New York City	W2XAB	42,000-56,000 60,000-86,000	7,500	7,500
Don Lee Broadcasting System[2] Los Angeles	W6XAO	42,000-56,000 60,000-86,000 CP44,000-50,000	1,000	150
Don Lee Broadcasting System[2] Los Angeles	(Portable-Mobile) W6XDU	318,000-330,000	6.5	---
Allen B. DuMont Laboratories Passaic, N. J.	W2XVT	42,000-56,000	50	50
Allan B. DuMont Laboratories Passaic, N. J.	(Portable-Mobile) W10XKT (CP)	156,000-162,000	50	50
First National Television Inc.[3] Kansas City, Mo.	W9XAL	42,000-56,000 60,000-86,000	300	150
General Electric Co.[9]				
Schenectady, N. Y.	W2XH	288,000-294,000	40	----
Albany, N. Y.	W2XB (CP)	60,000-86,000	10,000	3,000
Bridgeport, Conn.	W1XA (CP)	60,000-86,000	10,000	3,000
General Television Corp. Boston	W1XG	42,000-56,000 60,000-86,000	500	---
National Broadcasting Co.[5] New York City	W2XBS	42,000-56,000 60,000-86,000	12,000	15,000
National Broadcasting Co.[5] (portable)	W2XBT	156,000-162,000	400	100
Philco Radio & Television Corp. Philadelphia	W3XE	42,000-56,000 60,000-86,000	10,000	10,000
Philco Radio & Television Corp. Philadelphia	W3XP	204,000-210,000	15	---
Purdue University[6] West Lafayette, Ind.	W9XG	2,000-2,100	1,500	---
Radio Pictures Inc.[7] Long Island City, N. Y.	W2XDR	42,000-56,000 60,000-86,000	1,000	500
RCA Manufacturing Co. (Portable) Camden, N. J.	W3XAD	321,000-327,000	500	500
RCA Manufacturing Co. Camden, N. J.	W3XEP	42,000-56,000 60,000-86,000	30,000	30,000
University of Iowa[8] Iowa City, Ia.	W9XK	2,000-2,100	100	---
University of Iowa[8] Iowa City, Ia.	W9XUI	42,000-56,000 60,000-86,000	100	---
Zenith Radio Corp. Chicago	W9XZV	42,000-56,000 60,000-86,000	1,000	1,000

CP—Construction permit.

[1] Licensee of WABC, New York City.
[2] Licensee of KHJ, Los Angeles.
[3] Licensee of KITE, Kansas City.
[4] Licensee of KSAC, Manhattan, Kan.
[5] Licensee of WEAF and WJZ, New York City.
[6] Licensee of WBAA, W. Lafayette, Ind.
[7] Affiliated with WQXR, New York City.
[8] Licensee of WSUI, Iowa City, Ia.
[9] Licensee of WGY, Schenectady, N. Y.

Foreign

(Accuracy of data not guaranteed due to incomplete information on account of war censorship.)

BRITISH BROADCASTING Corp.—Broadcasting House, London W-1, England. Telephone: Welbeck 4468. Director of Television: Gerald Cock. Assistant Director of Television: R. A. Rendall. Television Executive: L. Schuster. (Operates television broadcasting service, all others either producing, transmitting or receiving equipment, or both.)

ELECTRIC & MUSICAL INDUSTRIES, Ltd. (EMI)—Blythe Road, Hayes, Middlesex, England. Telephone: Southall 2468. Technical Director: I. Schoenberg. Affiliated with Marconi-E.M.I. Television Co. Ltd., the Marconiphone Co., and H.M.V. (the Gramophone Co.).

BAIRD TELEVISION Ltd.—66 Haymarket, London, England. Telephone: Whitehall 5454. Chairman: Sir Harry Greer. Joint Managing Directors: John Logie Baird, H. Clayton. (Associated with Gaumont British Films, which also owns Bush Radio Ltd.).

MARCONIPHONE Co. Ltd. — 210 Tottenham Court Road, London, England. Telephone: Museum 4144. Managing Director: J. H. Williams.

THE GRAMOPHONE Co. Ltd.—Blythe Road, Middlesex, England. Telephone: Southall 2468. (Manufacturers HMV receivers).

MURPHY RADIO LTD.—Welwyn Garden City, Hertfordshire, England. Telephone: Welwyn Garden 800. Managing Director: E. J. Power.

EDISON SWAN ELECTRIC Co. Ltd.—155 Charing Cross Road, London WC-2, England. Telephone: Gerrard 8660. Manager of Radio Division: W. W. Burnham.

SCOPHONY Ltd.—Thornwood Lodge, Campden Hill, London W-8, England. Telephone: Park 8181. Director: Solomon Sagall. (Television transmitting and receiving apparatus).

BUSH RADIO Ltd., Power Road, Chiswick, London, England. Telephone: Chiswick 6491. (Manufacturers Baird receivers).

GENERAL ELECTRIC Co. Ltd.—Magnet House, Kingsway, London, England. Telephone: Temple Bar 8000. Director of Research: C. C. Paterson.

FERRANTI Ltd. — Radio Works, Moston, Manchester 10, England. Telephone: Failsworth 2271. Manager of Television Department: M. K. Tayler.

PYE Ltd.—Radio Works, Cambridge, England. Telephone: Cambridge 3434. General Manager: W. L. Tregonining.

A. C. COSSOR Ltd.—Cossor Works, Highbury Grove, London, England. Telephone: Canonbury 1234. Chief of Television Department: L. H. Bedford.

ULTRA ELECTRIC Ltd. — Ultra Works, Western Ave., Acton, London, W.3, England. Telephone: Acorn 3434.

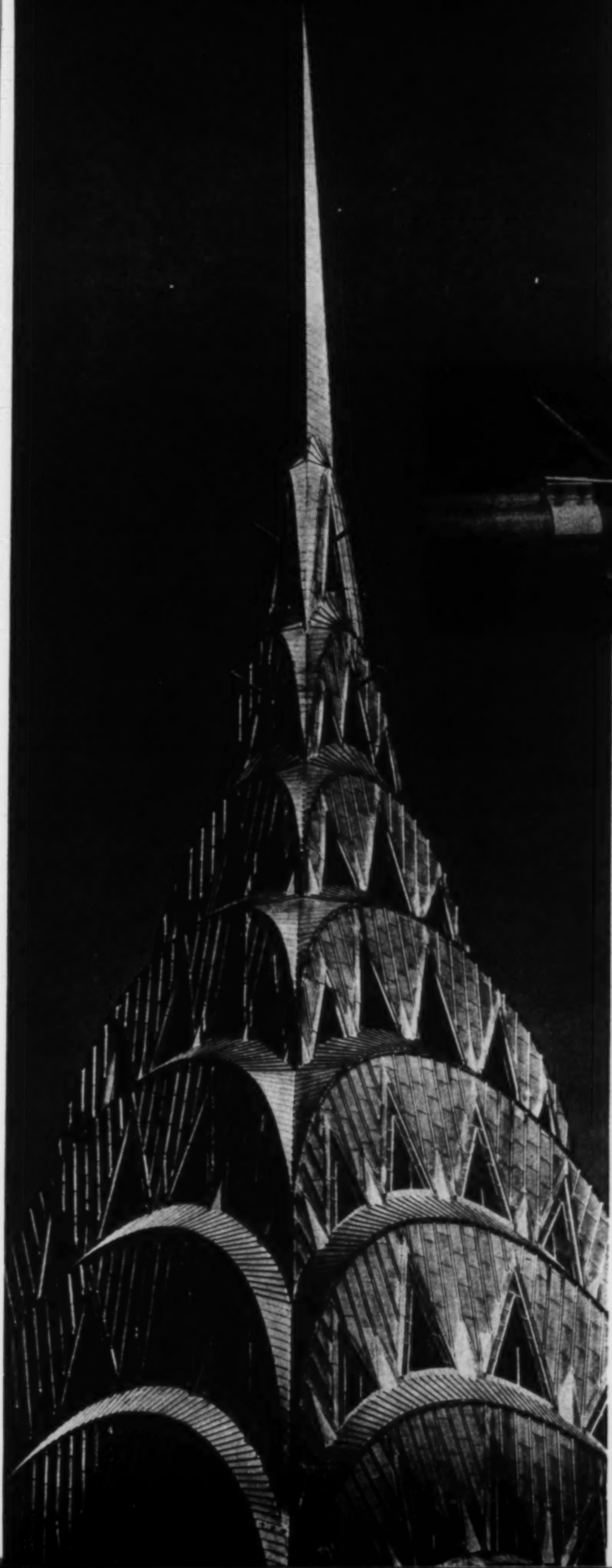
PHILIPS LAMPS Ltd.—145, Charing Cross Road, London, W.C.2, England. Telephone: Gerrard 7777.

MULLARD WIRELESS SERVICE Co., Ltd.—Clevemede, Cleve Road, Goring, Reading Berks, England. Telephone: Goring 283.

INVICTA RADIO LTD. — Radio Works, Parkhurst Road, London N.7, England. Telephone: North 3883.

E. K. COLE LTD.—Elko Works, Southend-on-Sea, Essex, England. Telephone: Southend 49491.

(Continued on page 340)



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AN OUTSTANDING example of Isolantite's service and cooperation with other organizations is the Antenna System at Columbia Broadcasting's television station in the Chrysler Tower. Through close collaboration with the engineers of CBS and RCA, this unique television antenna system was produced. Starting with the fundamental electrical and physical requirements laid down by these engineers, Isolantite developed the mechanical design of the antenna in cooperation with CBS, and manufactured the entire system — dipole antennae, transmission lines, junction boxes, and matching equipment.

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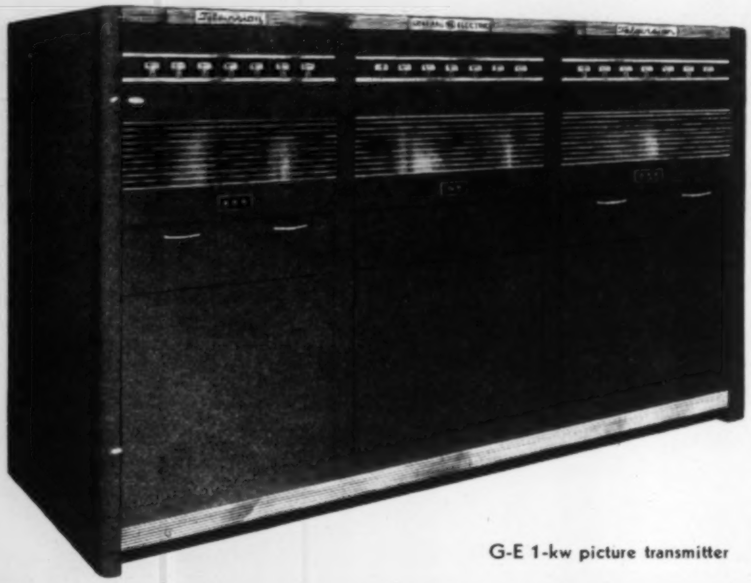

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SUPERIOR, dependable, economical performance —that's what General Electric's new television transmitters are built to deliver. They meet all FCC regulations, NEMA and RMA standards—and in addition give you the benefit of G-E quality—famous for 60 years.

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GL-803
GL-805
GL-806
GL-807
GL-809
GL-810
GL-811
GL-812
GL-813
GL-814
GL-833
GL-835
GL-837
GL-838
GL-843
GL-845
GL-849
GL-851
GL-860
GL-861
GL-865
GL-1613
GL-1614
GL-1619
GL-1623

Water-cooled Types

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GL-858
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GENERAL ELECTRIC

900-24

BROADCAST EQUIPMENT TYPES ACCEPTED AND RECORDED BY FCC

These manufacturers have filed with the Engineering Department of the FCC blue prints and specifications of the apparatus herein described. Applicants intending to use any of this equipment need not file with the FCC blue prints and other descriptive matter in presenting applications covering use of such equipment. Mention of the type number will be sufficient.

AMERICAN PIEZO SUPPLY CO.—246 N. Wilson St., Vinita. Okla.
Type No. C-X-7-C. Automatic Frequency Control Unit.

BLILEY ELECTRIC CO.—203 Union Station Bldg., Erie, Pa.
Type No. BC 46T: Automatic Temperature Control Unit.

COLLINS RADIO CO.—Cedar Rapids, Ia.
Types No. 10S-2; 40D; 40E: Automatic Frequency Control Units.
Type No. 300E: 100 watt Broadcast Transmitters.
Types No. 300C; 300C-1; 300F: 250 watt Broadcast Transmitters.
Types No. 20H; 20J: 1000 watt Broadcast Transmitter.
Type No. 21D: 5000 watt Broadcast Transmitter.

COMMERCIAL RADIO EQUIPMENT CO.—7205 Baltimore St., Kansas City.
Type No. FC-2: Automatic Frequency Control Unit.

DOOLITTLE & FALKNOR. Inc.—7421 S. Loomis Blvd., Chicago.
Type No. OB-5: Automatic Frequency Control Unit (includes Type TC-1 ATCU).
Type No. TC-1: Automatic Temperature Control Unit (includes Type 2-A ATCC).
Type No. 100-B: 100 watt Broadcast Transmitter (includes Type OB-2 or OB-5 AFCU).
Type No. 250-B: 250 watt Broadcast Transmitter (includes Type OB-2 or OB-5 AFCU).

GATES AMERICAN CORP.—Quincy, Ill.
Type No. 100-A: 100 watt Broadcast Transmitter.
Type No. 250-A: 250 watt Broadcast Transmitter.
Type No. 25-A: Automatic Frequency Control Unit.

KLUGE RADIO CO.—1041 North Bonnie Brae, Los Angeles (formerly National Broadcasting Equipment Co., Scottsbluff, Neb.).
Types No. 4-B and 4-D: 100 watt Broadcast Transmitters.
Type No. 4-C: 250 watt Broadcast Transmitter.

PIEZO ELECTRIC LABORATORIES.—612 Rockland Ave., New Dorp, N. Y.
Types No. TC-210 and TC-350: Automatic Temperature Control Oven and Relay Unit.
Type No. OB-10: Oscillator and Amplifier Unit (Oscillator and first buffer, no ATCU or crystal).
Type No. OB-20: Amplifier Unit (second buffer).

PRECISION PIEZO SERVICE.—427 Asia St., Baton Rouge, La.
Type No. 50-M: Automatic Temperature Control Unit.

PREMIER CRYSTAL LABORATORIES Inc.—53-63 Park Row, New York City.
Type No. 350-A: Automatic Frequency Control Unit.

RCA VICTOR CO Inc.—Camden, N. J.
Type No. UL-4292: Automatic Frequency Control Unit.
Types No. 100-E; 100-G; 100-H: 100 watt Broadcast Transmitters.
Types No. 250-D; 250-E; 250-G; 250-K: 250 watt Broadcast Transmitters.
Type No. 250-F: 250 watt Broadcast Exciter Unit.
Types No. 1-E; 1-E-A; 1-G-ET-4300; 1000 watt Broadcast Transmitters.
Types No. 5-D; 5-D-1; 5-D-2; 5-DX; 5 kw Broadcast Transmitters.
Types No. 10-C-A; 10-C-B; 10-D: 10 kw Broadcast Transmitters.
Type No. 50-D; 50 kw Broadcast Transmitters.
Type No. 50-D: 50 kw Power Amplifier.

D. V. TOSTENSON—Moorhead, Minn.
Types No. 1-C and 2-C: Automatic Frequency Control Units.
Type No. 3-B: Automatic Temperature Control Chamber.
Type No. 101-B: 100 watt Broadcast Transmitter.
Type No. 250-B: 250 watt Broadcast Transmitter.

WESTERN ELECTRIC CO.—195 Broadway, New York City.
Types No. 700-A; 702-A; D-90684: Automatic Frequency Control Units.
Type No. 700-B: Automatic Frequency Control Unit (modified for low temperature coefficient crystal).
Type No. 20-A: 100/250 watt Broadcast Transmitter.
Types No. 301-A (formerly 12-A); 301-B (formerly 12-B); 310-A; 350-C-1: 100 watt Broadcast Transmitters.
Types No. 302-A; 302-B; 302-C; 310-B; 351E-1: 250 watt Broadcast Transmitters.
Types No. 303-A; 303-B; 303-C; 310-C; 352E-1: 500 watt Broadcast Transmitters.
Types No. 304-A; 304-B; 304-C; 310-D; 353B-1; 353E-1; 403A-1; D-94993; D-94994; D-96020; D-96021: 1000 watt Broadcast Transmitters.
Type No. 355B-1: 5 kw Broadcast Transmitter (Type No. 301B transmitter with D-97088 amplifier).
Types No. 355D-1 (Former Type No. 5 kw AC); 355E-1; 405A-1; D-94989; D-94990; D-94991; D-94992; D-96847; 5 kw Broadcast Transmitters.
Types No. 406A-1: 10 kw Broadcast Transmitters.
Types No. 306-A; 306-B; 407-A-1; 407-A-2; D-94995: 50 kw Broadcast Transmitters
Type No. D-97088: 5 kw Power Amplifier (may be used with 301-A or B, 302-A or B, 303-A or B or 304-A or B).
Type No. D-97088 Modified for 2½ kw Broadcast Transmitter.
Type No. D-96847: Modified 2½ kw Broadcast Transmitter.

WESTERN RADIO ENGINEERING CO. Inc.—5th & St. Peter St., St. Paul, Minn.
Type No. F-100-A: Automatic Frequency Control Unit.

Manufacturers of Low Temperature COEFFICIENT CRYSTALS FOR BROADCAST STATIONS

(Products Approved by FCC)

American Piezo Supply Co.—P. O. Box 6026, Kansas City, Mo.
Bellefonte Engineering Laboratories—Bellefonte, Pa.
Bliley Electric Co.—Union Station Bldg., Erie, Pa.
William W. L. Burnett—4814 Idaho St., San Diego, Cal.
Collins Radio Co.—Cedar Rapids, Ia.
Commercial Radio Equipment Co.—216 E. 74th St., Kansas City.
Hipower Crystal Co.—2035 W. Charleston St., Chicago, Ill.
Hollister Crystal Co.—Wichita, Kan.
Piezo Electric Laboratories—New Dorp, N. Y.
Precision Crystal Laboratories—P. O. Box 326, Springfield, Mass.
Precision Piezo Service—Baton Rouge, La.
Premier Crystal Laboratories Inc.—53 Park Row, New York City.
RCA Mfg. Co.—Camden, N. J.
Scientific Radio Service—Hyattsville, Md.
Western Electric Co.—195 Broadway, New York City.

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Du Mont

As the pioneer in the cathode-ray field, it is but natural to look to Du Mont for your television studio and transmitting equipment. The Du Mont Type 203 Synchronizing-Signal Generator (here shown), for example, is the FIRST REALLY COMMERCIAL SYNCHRONIZING-SIGNAL GENERATOR made available in this country—it really "syncs!"

In the same manner, Du Mont direct pickup television cameras, film pickups, amplifiers, monitors, and transmitters may be obtained in either standard designs or engineered to meet the particular needs of your video program schedules, backed by the vast Du Mont background of experience.

Consult Us . . .

We shall be pleased to consult with you on your video broadcasting plans and to assist in the specification of required equipment. A booklet on Du Mont television transmitting equipment will be gladly sent on request.

ALLEN B. DU MONT LABORATORIES INCORPORATED

PASSAIC NEW JERSEY

Cable Address: Wespexlin, New York

Television LABORATORIES

(Foreign)

(*Continued from page 336*)

KOLSTER-BRANDES Ltd.—Cray Works, Sidcup, Kent, England. Telephone: Foots Cray 1188.

RADIO GRAMOPHONE DEVELOPMENT Co., Ltd.—Globe Works, Newtown Row, Birmingham, 6, England. Telephone: Aston Cross 3525.

TANNOY PRODUCTS, (Guy R. Fountain, Ltd.)—Canterbury Grove, West Norwood, London, S.E.27, England. Telephone: Streatham 4122.

FERNSEH, A. G.—Berlin Zehlendorf Goersolle, Berlin, Germany. Telephone: 84-00-11. Director: Dr. Paul Goerz. (Manufacturers television apparatus.)

TELEFUNKEN G m.b. H.—(Affiliated with RCA), Berlin, Germany. Director: Dr. Rukop.

LABORATORIUM FUR BILDTELEGRAPHIC—Wargenteinstrasse 7, Berlin-Grimewald, Germany. Telephone: 97-25-98. Director: Dr. Arthur Korn.

AKTIENGESELLSCHAFT D. S. LOEWE—Weisenweg 10, Berlin, Germany. Telephone: 79-1111. Directors: Herbert Ender, Dr. Herbert Meissner, Wilhelm Riedel, Hans Schulze.

REICHS-RUNDFUNK-GESELLSCHAFT—German Broadcasting Co., Rundfunk Haus, Berlin, Germany. Telephone: Berlin 93-69-51. Officials: Dr. H. Glasmeier, director general; Herman Voss, Administration; Dr. Claus Hubmann, chief engineer; Dr. Kurt von Boeckmann, foreign relations.

N. V. PHILIPS' GLOEILAMPENFABRIEKEN—(Philips Works) Eindhoven, Holland. President: Dr. A. F. Philips. Director: Dr. Balth van der Pol.

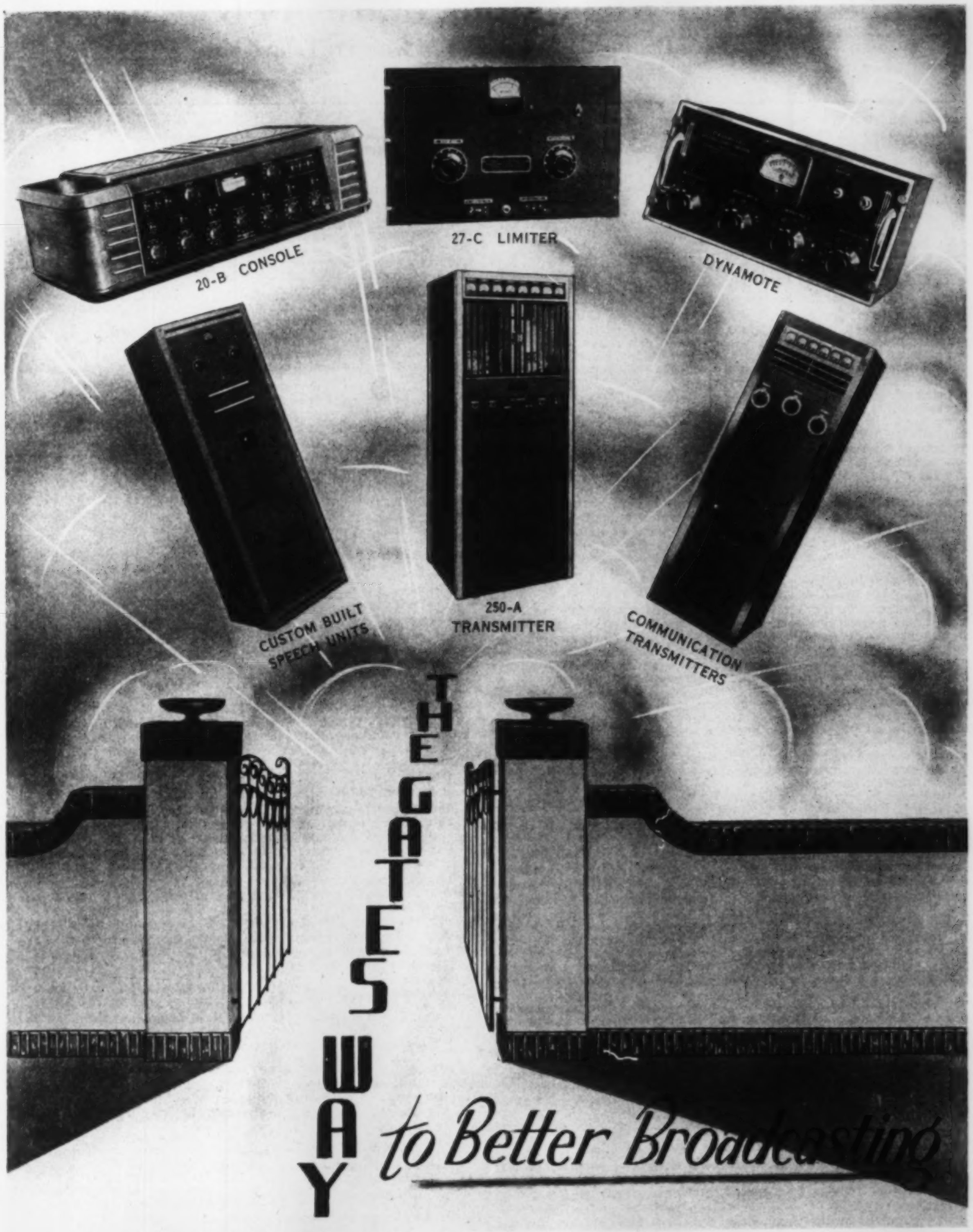
DIRECTION GENERALE de la RADIODIFFUSION NATIONALE—107 Rue de Grenelle, Paris, France. Telephone: Invalides 42-60. Officials: M. Brillouin, director general; M. M. Devilles, director; LeCorbeiller, director; M. R. Fenelon, inspector general; M. R. Menou, sous-director; M. E. Bondeville, director in charge of emissions. (State television station.)

EMYRADIO—19 Rue de l'Ancienne Comedie, Paris, France. Telephone: Danton 49-78. Directors: M. Barthelemy. (Manufacturers and importers of television equipment).

La TELEVISION NATIONALE—39 Avenue des Champs Elysees, Paris. Telephone: Balzac 59-48. (Importers of television apparatus.)

ENTE ITALIANTO AUDIZIONI RADIOFINICHI—(EIAR), Italian Broadcasting Co., Turin, Italy. Director of Television: Allensandro Banfi.

JAPAN BROADCASTING Corp.—Television laboratory, Kinuta, near Tokyo. Director: Dr. Kenjiro Takayanagi, on leave from Hamamatsu Engineering College.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QUINCY, ILLINOIS, U. S. A.

CABLE ADDRESS . . . GATESRADIO.

The Current Regulatory Status of Television

FCC's Proposed New Rules to Govern Television

[*Subject of Public Hearing January 15, 1940*]

Sec. 4.61 ***Defined.*** The term "visual broadcast service" means a service rendered by stations broadcasting images for general public reception. There are two general classes of stations recognized in the visual broadcast service, namely; television broadcast stations and facsimile broadcast stations.

Sec. 4.71 ***Defined.*** The term "television broadcast station" means a station licensed for the transmission of transient visual images of moving or fixed objects for simultaneous reception and reproduction by the general public. The transmission of the synchronized sound (aural broadcast) is considered an essential phase of television broadcast and one license will authorize both visual and aural broadcast as herein set forth.

(a) There shall be two types of experimental television stations, namely, "Experimental Research Stations" and "Experimental Program Stations" which shall be known as Class I and Class II stations, respectively.

Sec. 4.72 *Licensing requirements, necessary showing.*

(a) A license for a television Class I station will be issued only after a satisfactory showing has been made in regard to the following, among others:

1. That the applicant has a program of research and experimentation in the technical phases of television broadcasting, not requiring a service directly to the public, which indicates reasonable promise of substantial contribution to the development of the television art.
2. That the program of research and experimentation will be conducted by qualified personnel.
3. That the applicant is legally and financially qualified and possesses adequate technical facilities to carry forward the program.
4. That the public interest, convenience and/or necessity will be served through operation of the proposed station.

(b) A license for a Class II station will be issued only after a satisfactory showing has been made in regard to the following, among others:

1. That the applicant has a program of experimentation in the television broadcast service including scheduled programs which indicates reasonable promise of substantial contribution to the advancement of television broadcasting as a service to the public.
2. That the program of experimentation will be conducted by qualified personnel.
3.* That a minimum scheduled program service of five hours per week will be maintained throughout the license period.
4. That program material is available and will be utilized by the applicant in rendering broadcast service to the public.
5. That the applicant will install and operate adequate transmitting and studio equipment to render a satisfactory service to the public within the designated service area and with the television transmission standards recognized by the Commission for Class II television stations.
6.** That the operation with respect to fidelity of transmission, spurious emissions, carrier noise, safety provisions, etc., will be in accordance with the standards of good engineering practice applicable to television broadcasting stations in all phases not otherwise specifically included in these regulations.
7. That operation as proposed by the application will not result in objectionable interference to any other Class II station as determined by the standards of allocation applicable to television broadcast stations.
8. That the applicant is legally and financially qualified and possesses adequate technical facilities to carry forward the program.
9. That the public interest, convenience and/or necessity will be served through the operation of the proposed station.

Sec. 4.73 *Operation*

Class I and Class II stations: Charges.

(a) No charges either direct or indirect shall be made for either the production or transmission of either aural or visual programs by Class I television stations;

(b) No charges either direct or indirect shall be made for the transmission of either aural or visual programs by Class II television stations; however, Class II television broadcast stations may make charges to cover cost of program production, including advertising material, which programs may be transmitted as an experimental program service but without charge for such transmission;

(c) Quarterly reports shall be made to the Commission by Class II television broadcast stations of the charges and costs as well as of other pertinent information which may be of assistance to the Commission in evaluating the economic feasibility of television broadcasting as a regular service to the public on a commercial basis.

(d) The offering by any person of the facilities of any television broadcast station on a regular commercial basis is prohibited. The limited commercialization permitted under subsection (b) above shall not take precedence over the experimental service, but shall in fact be subordinated to it.

Class I stations:

Scope of Experimentation, Limitations and Restrictions.

(e) Class I stations shall operate to conduct research and experimentation for the development of the television broadcast art in its technical phases but shall not operate to render regularly scheduled broadcast service to the public.

(f) Class I stations will not be required to adhere to the television transmission standards recognized by the Commission for Class II television stations.

(g) No Class I station shall operate when interference would be caused by such operation to the regularly scheduled broadcast service of a Class II station.

Class II Stations:

Scope of Experimentation; Service Requirements.

(h) Class II stations shall operate to render scheduled television broadcast service for public consumption, and in connection therewith may carry out experiments with respect to program technique, determine power and antenna requirements for satisfactory broadcast service and perform all research and experimentation necessary for the advancement of television broadcasting as a service to the public.

(i) Class II stations shall operate in accordance with the television transmission standards (scanning, synchronization, etc.) which the Commission recognizes for this class of station. The Commission will recognize a modification in these standards upon a showing by the applicant proposing the changes that it will be in the public interest to require all Class II stations to adopt the proposed changes.

(j) Class II stations shall make all equipment changes necessary for rendering the external transmitter performance required by the Commission.

(k) Class II stations shall maintain a minimum scheduled program service of five hours per week throughout the license period. (The Commission may modify this minimum schedule in accordance with the showing on the merits in individual cases.)

(l) In case of failure of a Class II station to render its minimum of scheduled program service per week, the renewal of the license therefor may be refused unless it be shown that the failure of program service was due to causes beyond the control of the licensee.

Sec. 4.74 *Frequency assignment.* (a) The following groups of channels are allocated for assignment to television broadcast stations licensed experimentally:

Group A		*Group B*		*Group C*
Channel No. 1	44,000-50,000 kc.	Channel No. 8	156,000-162,000 kc.	Any 6000 kc. band above 300,000 kc. excluding band 400,000 to 401,000 kc.
2	50,000-56,000	9	162,000-168,000 [1]	
3	66,000-72,000	10	180,000-186,000	
4	78,000-84,000	11	186,000-192,000	
5	84,000-90,000	12	204,000-210,000	
6	96,000-102,000	13	210,000-216,000 [1]	
7	102,000-108,000	14	234,000-240,000	
		15	240,000-246,000	
		16	258,000-264,000	
		17	264,000-270,000 [1]	
		18	282,000-288,000	
		19	288,000-294,000	

(b) Each Class II television broadcast station will be assigned only one channel from Groups A or B. Class I television stations may be assigned one or more channels as the program of experimentation requires. Both aural and visual carriers with side bands for modulation are authorized but no emission shall result outside the authorized channel. The assignment of a channel to a Class II television broadcast station does not preclude the use of that channel by Class I stations although the Class II television station has priority for the use of the channel for scheduled program service.

(c) Groups B and C may be assigned to television stations to serve auxiliary purposes such as television relay stations and developmental mobile service. No mobile or portable station will be licensed for the purpose of transmitting television programs to the public directly.

(d) The assignment of frequency channels in Group A for Class II television broadcast stations will be limited as follows:*

Cities whose metropolitan districts exceed 1,000,000 population	3 channels
Cities whose metropolitan districts are not less than 500,000 population or more than 1,000,000 population	2 channels
Cities whose metropolitan districts are less than 500,000 population	1 channel

(e) A license for only one Class II television station, on a channel in Group A, will be granted to a person to serve in whole or substantial part the same service area.

(f) No Class II television broadcast station will be assigned a channel in Group A for time sharing operation unless it is shown that the service proposed can not be rendered on a channel in Group B.

Sec. 4.75 *Power.*

(a) The operating power of a Class I station shall not be in excess of that necessary to carry forward the program of research.

(b) The operating power of a Class II station shall not be in excess of that necessary to provide adequate service to the service area designated for the station.

Sec. 4.76 ***Supplemental report with renewal application.***

A supplemental report shall be filed with and made a part of each application for renewal of license and shall include comprehensive reports on the following:

(a) *For Class I Television Broadcast Stations.*

1. Number of hours operated.
2. Full data on research and experimentation conducted.
3. Conclusions, tentative and final.
4. Program for further developments of the television broadcast service.
5. All developments and major changes in equipment.
6. Any other pertinent developments.

(b) *For Class II Television Broadcast Stations.*

1. Number of hours operated during which programs were transmitted classified as studio performances, special events (with appropriate description), films, etc.
2. Studio equipment used and any developments made during the license period.
3. Progress made in the advancement of television broadcasting as a service to the public.
4. Itemized financial data on cost of operation during the license period.
5. Field intensity measurements and visual and aural observations to determine the service area of the station (required for first report only and whenever changes are made which would tend to cause a change in the service area).

---

* This provision modifies Section 4.4 as it applies to Class II television broadcast stations.

** The specifications for operation deemed necessary to meet the requirements of good engineering practice as applied to television stations will be published from time to time. These specifications will be altered as the art progresses and upon a showing being made that such changes are desirable in the public interest.

[1] See Secs. 4.4(c) and 4.154(a).

* This limitation upon the use of the channels for metropolitan districts having different populations can be departed from, providing the applicant shows that no other metropolitan district would be restricted to fewer channels than provided for by the table.

Abstract of
Television Allocation Recommendations of RMA Recommended for Adoption by FCC Television Committee

The following formula has been developed[1] for the calculation of the field intensity at a distance from a transmitter operating on frequencies above 40 Mc. and measurements have been made that indicate it is reasonably accurate.

$$E = \frac{.01052\sqrt{W}\ HAF \text{ microvolts per meter}}{DN}$$

where W = Watts radiated (doublet)
H = Antenna height in feet
A = Receiving antenna height in feet
F = Frequency in megacycles
D = Distance in miles

Within the optical horizon the value of N is 2. Beyond the horizon the value of N is greater than 2, increasing with frequency. These formulas have been used to calculate the propagation curves (E vs distance) given in Appendix I which were used as a basis for the following recommendations:

RECOMMENDATIONS

It is recommended:

1. That the curves shown in this report* be used for the calculation of field intensity at a distance from a television station, 50 mc to apply to channels 1 and 2, 70 mc to apply to channels 3 and 4, and 100 mc to apply to channels 5, 6 and 7.

2. That, in considering the matter of protection to be given to stations for allocation purposes, the limit of the service area of a television station shall be the 500 uv/m contour and no protection shall be given outside of this contour.

3. That 46 decibels (200-1) be used as the ratio of desired to undesired signals on the same channel necessary for interference-free reception. This means that at the 500 uv/m contour of a station not more than 2.5 uv/m should be permitted from other stations on the same frequency.

4. That allocations be made in such manner as to provide service from a station which will fit the community (considering topography, population distribution, etc.) to which the station is assigned.

5. That in all allocations discrete steps of "equivalent power"[2] (100 kw, 10 kw, 1 kw and .1 kw) and effective heights[3] (1500′, 1000′, 500′, 250′) be used as standards for authorizations; that during the development of the service operation at convenient power and height between the maxima authorized and the next lower step be permitted, time being allowed to stations to develop up to the maximum service required for the area to which it is assigned.

6. That, in allocating frequencies, certain channels be reserved for high-powered stations to render service to large, highly populated centers and their surrounding areas of economic dependence and that other channels be used for low-powered stations rendering service to smaller communities and concentrated centers of population.

7. That within the 500 uv/m contour of a desired station the field from the stations on the adjacent channels shall not exceed 50 uv/m. (In the New York area there are in existence two transmitters operating on adjacent channels at approximately common locations. It is believed that because of over-lapping service areas, the discrimination of receivers will permit a ratio of 1:1. Other allocations should not be made similar to New York until adequate investigation can be made of this one case.)

APPENDIX I
TRANSMISSION CHARACTERISTICS OF FREQUENCIES USABLE FOR TELEVISION

There has been prepared a group of charts showing calculated values of field strength for a radiated power of 10 kw and various heights of transmitter and frequencies. Calculations were made for heights of 250, 500, 1000 and 1500 feet at the transmitter. Curves were plotted for frequencies of 50, 70, 100, and 150 mc. A height of 30 feet was assumed for the receiving antenna. The calculations were made on the assumption that the field strength would be inversely proportional to the square of distance out to the optical horizon from the transmitter and that beyond that point the field strength falls off inversely proportional to distance raised to another exponent. This other exponent is larger than 2 and increases with frequency. A curve is included showing how this exponent varies with frequency. The value of this exponent has been determined from actual field strength measurements made at various distances and the calculations have been applied to a great number of curves plotted from field data along various radials, most of them from the Empire State Building. In general, the shape of the calculated curve is in good agreement with the shape of the observed data. The calculated curves do, however, represent the conditions to be expected at most favorable receiving locations. Experience has been that many receiving points will have values of field strength as much as 20 db below the calculated curves.

For obtaining points at other frequencies or heights it may be assumed that the field strength will be directly proportional to frequency, directly proportional to the square root of radiated power and directly proportional to height for all points within the optical horizon from the transmitter. The distance of the optical horizon may be calculated for smooth ground as being equal to the product of 1.22 times the square root of the transmitter height. The answer will be in miles and the height should be expressed in feet

It is not considered that ground conductivity is as important a consideration in the field of ultra high frequency propagation as it is in the consideration of standard broadcast frequency problems.

Large obstructions can be expected to have a serious effect upon propagation at these frequencies. Receiving sites situated behind large buildings or mountains can be expected to be seriously handicapped. In many such cases the handicap can be overcome by situating the antenna at a more favorable location and bringing the signal to the receiver through a transmission line.

Large areas of water will, in general, reduce the field strength received by horizontal polarization. In this one respect, horizontal polarization is affected worse than vertical polarization.

Another factor is the matter of field strength in variation. At distances beyond 20 or 30 miles and especially at distances beyond the horizon, the field strength is subject to a variability caused by changes of the index of refraction of the atmosphere. These variations of field strength are more pronounced in the summertime than in the winter. As a general rule the tendency is toward higher field strengths at night than in the daytime. These variabilities are generally less pronounced on a high antenna than on a low antenna.

APPENDIX II
ASSUMED RADII OF SERVICE OF TELEVISION TRANSMITTERS ON CHANNELS AS INDICATED

(Location of 500 uv/m contour)

Antenna Height	Channels	Station Maximum Power			
		100 kw.	*10 kw.*	*1 kw.*	*0.1 kw.*
1000 ft.	1, 2	65	50	30	18
	3, 4	65	50	35	20
	5, 6, 7	65	50	40	23
500 ft.	1, 2	45	33	22	12
	3, 4	45	35	25	15
	5, 6, 7	45	37	28	18
250 ft.	1, 2	31	24	17	9
	3, 4	31	24	18	10
	5, 6, 7	31	24	20	12

ASSUMED RADII OF INTERFERENCE OF TELEVISION TRANSMITTERS ON CHANNELS AS INDICATED

(Location of 2.5 uv/m contour)

Antenna Height	Channels	Station Maximum Power			
		100 kw.	*10 kw.*	*1 kw.*	*0.1 kw.*
1000 ft.	1, 2	250	185	136	100
	3, 4	220	165	128	95
	5, 6, 7	185	145	115	90
500 ft.	1, 2	175	130	95	70
	3, 4	155	120	90	70
	5, 6, 7	135	105	85	65
250 ft.	1, 2	120	90	65	50
	3, 4	100	80	60	50
	5, 6, 7	90	70	55	45

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* Curves can be procured from FCC or RMA.

[1] Some Notes on Ultra High Frequency Propagation, *RCA Review*, Volume I, January 1937, and Notes on the Random Fading of 50 Megacycle Signals on Non-Optical Paths, *Proceedings of the IRE*, August 1939.

[2] See definition of "equivalent power."

[3] Effective height is the height of the antenna above the average elevation of the area to be covered by the signal.

Proposed Television Transmission Standards Recommended by Radio Manufacturers Assn. to FCC

T-101 *Television Channel Width*
The standard television channel shall not be less than 6 megacycles in width.

T-102 *Television and Sound Carrier Spacing*
It shall be standard to separate the sound and picture carriers by approximately 4.5 Mc. This standard shall go into effect just as soon as "single side band" operation at the transmitter is practicable. (The previous standard of approximately 3.25 Mc. shall be superseded.)

T-103 *Sound Carrier and Television Carrier Relation*
It shall be standard in a television channel to place the sound carrier at a higher frequency than the television carrier.

T-104 *Position of Sound Carrier*
It shall be standard to locate the sound carrier for a television channel 0.25 Mc. lower than the upper frequency limit of the channel.

T-105 *Polarity of Transmission*
It shall be standard for a decrease in initial light intensity to cause an increase in the radiated power. (See Standard M9-121)

T-106 *Frame Frequency*
It shall be standard to use a frame frequency of 30 per second and a field frequency of 60 per second, interlaced.

T-107 *Number of Lines per Frame*
It shall be standard to use 441 lines per frame.

T-108 *Aspect Ratio*
The standard picture aspect ratio shall be 4:3.

T-109 *Percentage of Television Signal Devoted To Synchronization*
If the peak amplitude of the radio frequency television signal is taken as 100%, it shall be standard to use not less than 20% nor more than 25% of the total amplitude for synchronizing pulses.

T-110 *Method of Transmission*
It shall be standard in television transmission that black shall be represented by a definite carrier level independent of light and shade in the picture.

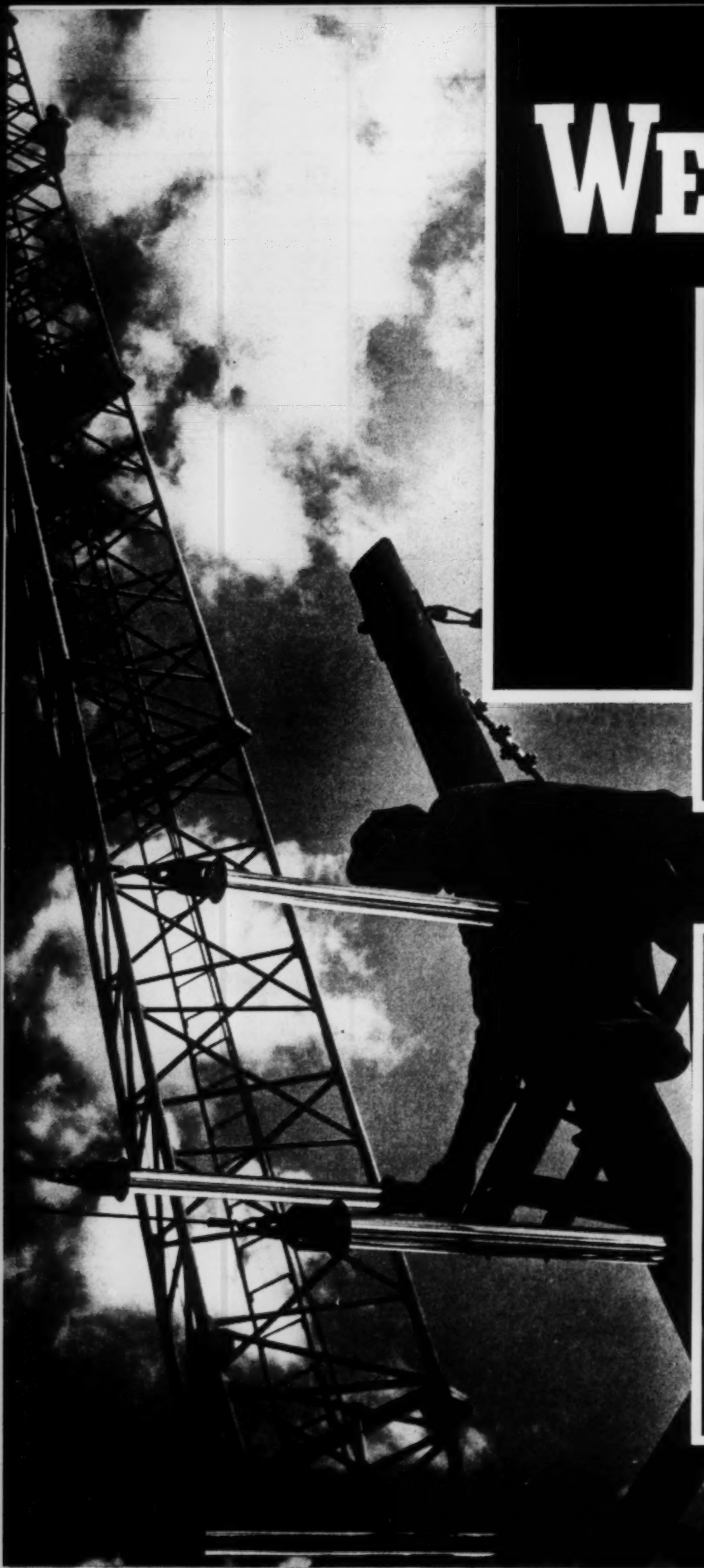
T-111 *Synchronizing*
The standard synchronizing signals shall be as shown on Drawing T-111.

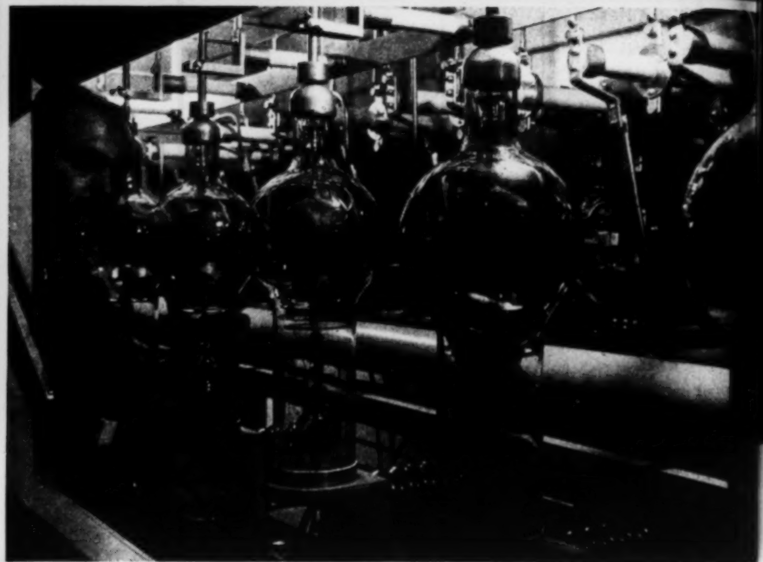
T-112 *Transmitter Modulation Capability*
If the peak amplitude of the radio frequency television signal is taken as 100%, it shall be standard for the signal amplitude to drop to 25% or less of peak amplitude for maximum white.

T-113 *Transmitter Output Rating*
It shall be standard, in order to correspond as nearly as possible to equivalent rating of sound transmitters, that the power of television picture transmitters be nominally rated at the output terminals in peak power divided by four.

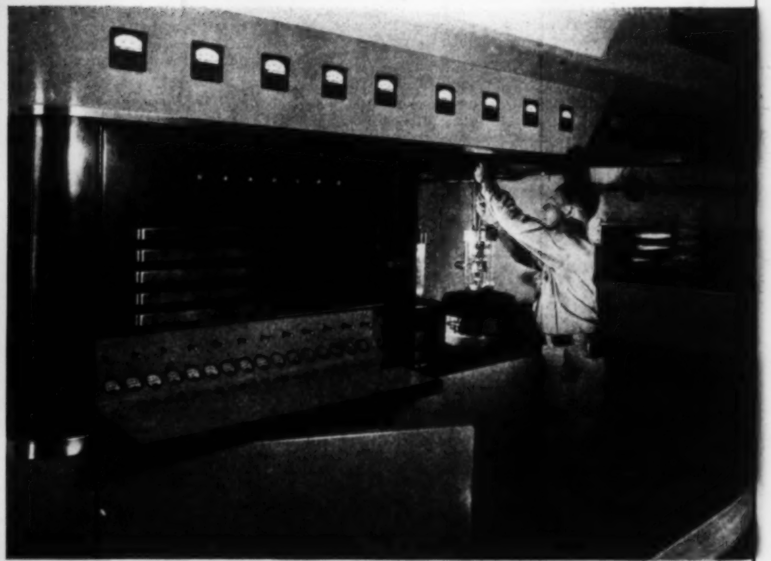
T-114 *Relative Radiated Power for Picture and for Sound*
It shall be standard to have the radiated power for the picture approximately the same as for sound.

WESTINGHOUSE





High-voltage rectifier arrangement which obviates manual changing of tubes during broadcast periods. In the background are relays for electrical changing of tubes.



Streamlined front of the new 50,000-watt Westinghouse transmitter at KDKA. Air-cooled tube in the modulator unit being connected at the panel of the transmitter for amplifier and radio frequency exciter unit.

Westinghouse

ANNOUNCES *New* LINE OF BROADCAST EQUIPMENT

First TRANSMITTER GOES TO KDKA

Westinghouse, operator of the nation's first broadcasting station, presents to radio a new line of broadcasting equipment.

First of the new equipment, a 50,000 watt transmitter, has given a new voice to Westinghouse KDKA just as the station entered its 20th year.

The KDKA 50,000 watt equipment steps far ahead of conventional design in many improvements and refinements among which are:

1 Air cooling of all tubes, eliminating all water cooling and permitting utilization of exhaust air for heating the building.

2 Replacement of rectifier tubes by electrical remote control.

3 New standard of efficiency—50 kilowatts output 100% modulated for 150 kw from the power line.

4 Clean cut modern design with every part readily accessible.

To operators of stations everywhere, this Westinghouse announcement signals availability of proved equipment that contains all the practical features Westinghouse has learned in 19 years of operating some of the nation's foremost stations. Call the nearest Westinghouse office for further information.

J-08005

Broadcast Equipment

Equipment in Use in

BROADCAST STATIONS IN UNITED STATES AND CANADA

ALABAMA

WHMA, Anniston—*Location of Transmitter:* Anniston. *Make:* Collins. *Tower:* 1 Wincharger, 155 ft. *Speech Input:* Collins. *Microphones:* WE.

WAPI, Birmingham. *Location of Transmitter:* Sandusky, Ala. *Make:* WE. *Towers:* Two, 210 feet. *Speech Input:* RCA. *Microphones:* WE.

WBRC, Birmingham—*Location of Transmitter:* Coalburg Mountain. *Make:* RCA. *Tower:* 1 Blaw-Knox, 286 ft. *Speech Input:* RCA. *Microphones:* WE.

WSGN, Birmingham—*Location of Transmitter:* Druid Hills. *Make:* WE. *Tower:* One, 188 ft. *Speech Input:* WE. *Microphones* WE.

WMSL, Decatur—*Location of Transmitter:* 511 Bank St. *Make:* Composite. *Tower:* 1 Wincharger, 155 ft. *Speech Input:* Composite. *Microphones:* RCA.

WAGF, Dothan—*Location of Transmitter:* Dothan. *Make:* Composite. *Towers:* Two, 70 feet. *Speech Input:* WE. *Microphones:* WE.

WJBY, Gadsden—*Location of Transmitter:* Gadsden. *Make:* Composite. *Tower:* 1 Blaw-Knox, 157 ft. *Microphones:* RCA.

WBHP, Huntsville — *Location of Transmitter* Athens Pike. *Make:* Composite. *Tower:* One, 175 ft. *Speech Input:* Composite. *Microphones:* RCA, Shure.

WALA, Mobile—*Location of Transmitter:* Mobile. *Make:* WE. *Towers:* 2 Mobile Steel, 45 ft. atop 55 ft. bldg. *Speech Input:* WE. *Microphones:* WE.

WMOB, Mobile—*Location of Transmitter:* 600 St. Louis St. *Make:* RCA. *Tower:* One, 165 feet. *Speech Input:* RCA. *Microphones:* RCA.

WCOV, Montgomery—*Location of Transmitter:* Narrow Lane Road. *Make:* Collins. *Tower:* 1 Lehigh. 204 ft. *Speech Input:* Collins. *Microphones:* RCA.

WSFA, Montgomery—*Location of Transmitter:* Narrow Lane Road. *Make:* Collins. *Tower:* 1 Blaw-Knox, 183 feet. *Speech Input:* Collins. *Microphones:* RCA.

WMSD, Muscle Shoals City—*Location of Transmitter*—E. Second St. *Make:* Hi-Grade Sylvania. *Tower:* One, 168 ft. *Speech Input:* Hi-Grade Sylvania. *Microphones:* Shure.

WHBB, Selma—*Location of Transmitter:* Edgewood, Ala. *Make:* WE. *Tower:* One, 157 feet. *Microphones:* RCA.

WJRD, Tuscaloosa—*Location of Transmitter:* Southern Dairy Farm. *Make:* RCA. *Tower:* 1 Wincharger, 165 feet. *Speech Input:* Gates. *Microphones:* RCA.

ARIZONA

KWJB, Globe—*Location of Transmitter:* 1 mile south of Globe. *Make:* WE. *Tower:* 1 Allison, 204 feet. *Speech Input:* WE. *Microphones:* WE.

KCRJ, Jerome—*Location of Transmitter:* 711 Main St. *Make:* RCA. *Tower:* 1 Wincharger, 150 feet. *Speech Input:* RCA. *Microphones:* Amperite.

KSUN, Lowell—*Location of Transmitter:* Lowell Sta., Bisbee, Ariz. *Make:* Composite. *Tower:* 1 Composite, 210 feet. *Microphones: WE.*

KOY, Phoenix—*Location of Transmitter:* 12th St. & Camelback Rd. *Make:* Collins. *Tower:* 1 Blaw-Knox, 289 feet. *Speech Input:* Collins. *Microphones:* WE, RCA.

KTAR, Phoenix—*Location of Transmitter:* Heard Bldg. *Make:* WE. *Towers:* 2 Pacific Iron & Steel, 180 ft. above 100 ft. bldg. *Speech Input:* WE, RCA. *Microphones:* RCA.

KGLU, Safford—*Location of Transmitter:* Sixth Ave. & Relation St. *Make:* WE. *Tower:* 1 Blaw-Knox, 179 feet. *Speech Input:* WE. *Microphones:* WE.

KVOA, Tuscon—*Location of Transmitter:* 10th & Lee Sts. *Make:* Composite. *Tower:* One, 189 ft. *Speech Input:* Composite. *Microphones:* RCA.

KYUM, Yuma—*Location of Transmitter:* 22 Second St. *Make:* RCA. *Tower:* One, 175 ft. *Speech Input:* RCA. *Microphones:* RCA.

ARKANSAS

KLCN, Blytheville—*Location of Transmitter:* 218 W. Walnut St. *Make:* Gates American. *Tower:* 1 Blaw-Knox, 205 ft. *Speech Input:* Gates. *Microphones:* Amperite.

KELD, El Dorado—*Location of Transmitter:* Box 610. *Make:* RCA. *Tower:* 1 Blaw-Knox, 184 feet. *Speech Input:* RCA. *Microphones:* RCA, WE.

KFPW, Fort Smith—*Location of Transmitter:* Albert Pike and Kelly Highway. *Make:* RCA. *Tower:* 1 Blaw-Knox. 180 ft. *Speech Input:* Composite. *Microphones:* RCA. WE.

KTHS, Hot Springs—*Location of Transmitter:* Malvern Highway. *Make:* Composite. *Towers:* Two, 200 feet. *Speech Input:* WE. *Microphones:* WE, RCA.

KWFC, Hot Springs—*Location of Transmitter:* Hot Springs. *Make:* WE. *Tower:* 1 Blaw-Knox. *Speech Input:* WE.

KBTM, Jonesboro—*Location of Transmitter:* Jonesboro. *Make:* Gates. *Tower:* 1 Truscon, 195 ft. *Speech Input:* Gates. *Microphones:* Amperite, Shure.

KARK, Little Rock—*Location of Transmitter:* East of North Little Rock. *Make:* RCA. *Towers:* 2 Blaw-Knox, 310 feet; and 1 Truscon, 255 feet. *Speech Input:* RCA. *Microphones:* RCA.

KGHI, Little Rock—*Location of Transmitter:* Gazette Bldg. *Make:* Composite. *Tower* 1 Wincharger, 175 ft. *Speech Input:* WE. *Microphones:* RCA, WE.

KLRA, Little Rock—*Location of Transmitter:* P. O. Box 550, North Little Rock. *Make:* Composite. *Tower:* 1 Truscon, 300 feet. *Speech Input:* RCA. *Microphones:* RCA, WE.

KOTN, Pine Bluff—*Location of Transmitter,* 505½ Main St. *Make:* Composite. *Tower:* 1 Truscon, 154 feet. *Speech Input:* RCA. *Microphones:* Shure.

KUOA, Siloam Springs — *Location of Transmitter:* Siloam Springs. *Make:* WE. *Tower:* 1 Blaw-Knox, 450 feet. *Speech Input:* WE. *Microphones:* WE.

CALIFORNIA

KERN, Bakersfield—*Location of Transmitter:* Elks Bldg. *Make:* Composite. *Tower:* 1 Composite, 170 feet. *Speech Input:* Composite. *Microphones:* RCA.

KPMC, Bakersfield—*Location of Transmitter:* Box 1709. *Make:* RCA. *Towers:* Two, 145 ft. *Speech Input,* RCA, WE. *Microphones:* RCA, WE.

KRE, Berkeley—*Location of Transmitter:* 601 Ashby Ave. *Make:* WE. *Tower:* 1 Blaw-Knox, 190 feet. *Speech Input:* WE. *Microphones:* WE, RCA.

KHSL, Chico—*Location of Transmitter:* Hooker & Madrone Ave. *Make:* RCA. *Tower:* One, 248 ft. *Speech Input:* RCA. *Microphones:* RCA.

KIEM, Eureka—*Location of Transmitter:* Box 43, Eureka Inlet, Humboldt Bay. *Make:* WE. *Tower:* 1 Blaw-Knox. *Speech Input:* Composite, Remler. *Microphones:* WE.

KARM, Fresno — *Make of Transmitter:* RCA. *Tower:* One, 250 feet. *Speech Input:* RCA. *Microphones:* RCA.

KIEV, Glendale—*Location of Transmitter:* Broadway & Glendale Blvd. *Make:* RCA. *Towers:* Two, 125 ft. & 135 ft. *Speech Input:* RCA. *Microphones:* WE.

KFOX, Long Beach—*Location of Transmitter:* 220 E. Anaheim St. *Make:* WE. *Towers:* 2 Pacific Steel, 142 feet. *Speech Input:* WE. *Microphones:* WE.

KGER, Long Beach—*Location of Transmitter:* Long Beach. *Make:* RCA. *Tower:* 1 Blaw-Knox, 180 feet. *Speech Input:* WE. *Microphones:* WE.

KECA, Los Angeles—*Location of Transmitter:* 2951 Moynier Lane, Culver City, Calif. *Make:* RCA. Tower: 1 Ideco, 485 ft. *Speech Input:* RCA, WE. *Microhones:* RCA, WE.

KFAC, Los Angeles—*Location of Transmitter:* 8581 W. 18th St. *Make:* WE. *Towers:* Two, 150 feet. *Speech Input:* WE.

KFI, Los Angeles—*Location of Transmitter:* Buena Park, Calif. *Make:* RCA. *Towers:* 2 Pacific Iron & Steel, 400 ft. *Speech Input:* RCA, WE. *Microphones:* RCA, WE.

KFSG, Los Angeles—*Location of Transmitter:* 1100 Glendale Blvd. *Make:* Composite. *Tower:* One Wincharger, 335 ft. *Speech Input:* WE, Gates. *Microphones:* WE, American.

KFVD, Los Angeles—*Location of Transmitter:* 9300 Catteragus Ave. *Make:* WE. *Tower:* 1 Blaw-Knox, 250 feet. *Speech Input:* WE. *Microphones:* Gates, WE.

KFWB, Los Angeles—*Location of Transmitter:* Moynier Lane at Higuera Rd., Culver City, Calif. *Make:* RCA. *Tower:* 1 Ideco, 465 feet. *Speech Input:* RCA. *Microphones:* RCA.

KGFJ, Los Angeles—*Location of Transmitter:* Washington & Oak Sts. *Make:* Composite. *Towers:* 2 Composite, 170 feet above ground. *Speech Input:* WE. *Microphones:* WE.

KHJ, Los Angeles—*Location of Transmitter:* 1076 W. Seventh St. *Make:* WE. *Towers:* Two, 125 feet. *Speech Input:* WE. *Microphones:* WE, RCA.

KMPC, Los Angeles—*Location of Transmitter:* Beverly Hills. *Make:* RCA. *Towers:* Two, 130 feet. *Speech Input:* Collins. *Microphones:* RCA, WE.

KMTR, Los Angeles—*Location of Transmitter:* 1000 Cahuenga Blvd. *Make:* RCA. *Towers:* 2 Consolidated Steel, 253 feet. *Speech Input:* WE. *Microphones:* WE, RCA.

KNX, Los Angeles—*Location of Transmitter:* Torrance, Calif. *Make:* RCA. *Tower:* 1 Ideco, 490 ft. *Speech Input:* RCA. *Microphones:* RCA.

KRKD, Los Angeles—*Location of Transmitter:* 1100 Glendale Blvd. *Make:* Composite. *Tower:* 1 Wincharger, 335 feet above ground. *Speech Input:* Collins, WE. *Microphones:* WE, RCA.

KYOS, Merced—*Location of Transmitter:* 1¾ miles northeast of Merced. *Make:* WE. *Tower:* 1 Bethlehem, 216 feet. *Speech Input:* WE. *Microphones:* RCA.

KTRB, Modesto—*Location of Transmitter:* McHenry & Sylvan Sts. *Make:* Composite. *Towers:* Two, 60 feet. *Speech Input:* Composite. *Microphones:* Astatic, American.

KDON, Monterey—*Location of Transmitter:* Monterey. *Make:* WE. *Tower:* One, 220 feet. *Speech Input:* WE. *Microphones:* WE, RCA.

KLS, Oakland—*Location of Transmitter:* 327 21st St. *Make:* WE. *Tower:* 1 Blaw-Knox, 179 feet. *Speech Input:* WE. *Microphones:* WE.

KLX, Oakland—*Location of Transmitter:* Tribune Tower. *Make:* WE. *Tower:* One, 350 feet above ground. *Speech Input:* WE. *Microphones:* WE.

KROW, Oakland—*Location of Transmitter:* 1520 Eighth Ave. *Make:* WE. *Towers:* Two, 120 ft. *Speech Input:* Remler, WE. *Microphones:* WE.

KPPC, Pasadena—*Location of Transmitter:* 585 E. Colorado St. *Make:* RCA. *Towers:* Two, 130 feet & 210 feet. *Speech Input:* Harrison. *Microphones:* Harrison, Amperite.

KVCV, Redding—*Location of Transmitter:* Redding. *Make:* RCA. *Tower:* One, 159 feet. *Speech Input:* RCA. *Microphones:* RCA.

KFBK, Sacramento—*Location of Transmitter:* Yolo County. *Make:* RCA. *Tower:* 1 Bethlehem, 250 feet. *Speech Input:* RCA. *Microphones:* RCA.

KROY, Sacramento—*Location of Transmitter:* 65th St. at 14th Ave. *Make:* WE. *Tower:* 1 Blaw-Knox, 179 feet. *Speech Input:* Radio Labs. *Microphones:* RCA, WE.

KFXM, San Bernardino — *Location of Transmitter:* 512 Fifth St. *Make:* Composite. *Towers:* 2 Composite, 100 feet. *Speech Input:* RCA. *Microphones:* RCA.

KFSD, San Diego—*Location of Transmitter:* 426 Broadway. *Make:* WE. *Towers:* Two, 231 ft. *Speech Input:* Composite. *Microphones:* WE.

KFRC, San Francisco—*Location of Transmitter:* 1000 Van Ness Ave. *Make:* WE. *Towers:* Two, 125 feet. *Speech Input:* WE. *Microphones:* WE.

KGB, San Diego—*Location of Transmitter:* 1012 1st Ave. *Make:* WE. *Towers:* Two, 96 ft. *Speech Input:* WE. *Microphones:* WE.

KGO, San Francisco—*Location of Transmitter:* 5433 E. 12th St., Oakland, Calif. *Make:* GE. *Towers:* Two, 150 feet. *Speech Input:* RCA. *Microphones:* RCA.

KJBS, San Francisco—*Location of Transmitter:* 1470 Pine St. *Make:* De Forest Composite. *Tower:* 1 Bethlehem, 250 feet. *Speech Input:* Composite. *Microphones:* RCA, WE.

KPO, San Francisco—*Location of Transmitter:* Belmont, Calif. *Make:* RCA. *Towers:* 2 American Bridge, 300 feet. *Speech Input:* RCA. *Microphones:* RCA.

KSAN, San Francisco—*Location of Transmitter:* 1355 Market St. *Make:* RCA. *Tower:* 1 Bethlehem, 325 feet. *Speech Input:* WE, RCA. *Microphones:* WE, RCA.

KSFO, San Francisco—*Location of Transmitter:* Islias Creek, San Francisco. *Make:* WE. *Tower:* 1 Truscon, 387 feet. *Speech Input:* WE, RCA. *Microphones:* WE, RCA.

KYA, San Francisco—*Location of Transmitter:* Candle Stick Point. *Make:* RCA. *Tower:* 1 Bethlehem, 450 feet. *Speech Input:* RCA. *Microphones:* RCA.

KQW, San Jose—*Location of Transmitter:* Alviso, Calif. *Make:* WE. *Towers:* 2 Bethlehem, 235 ft. *Speech Input:* Composite. *Microphones:* WE.

KVEC, San Luis Obispo — *Location of Transmitter:* 1½ miles northwest of San Luis Obispo. *Make:* RCA. *Tower:* 1 Bethlehem, 218 feet. *Speech Input:* RCA. *Microphones:* RCA.

KVOE, Santa Ana—*Location of Transmitter:* 2825 W. Fifth St. *Make:* Composite. *Tower:* One, 167 feet. *Speech Input:* Composite. *Microphones:* WE.

KDB, Santa Barbara—*Location of Transmitter:* 17 E. Haley St. *Make:* WE. *Tower:* One, 120 feet. *Speech Input:* WE. *Microphones:* WE.

KTMS, Santa Barbara—*Location of Transmitter:* De la Guerra Plaza. *Make:* RCA. *Towers:* 2 Locke, 258 feet. *Speech Input:* RCA. *Microphones:* RCA.

KSRO, Santa Rosa—*Location of Transmitter:* Vallejo & Fresno Sts. *Make:* RCA. *Tower:* 1 Mortenson, 178 feet. *Speech Input:* RCA. *Microphones:* RCA.

KGDM, Stockton—*Location of Transmitter:* 40 S. California St. *Make:* WE. *Tower:* 1 Blaw-Knox, 230 ft. *Speech Input:* WE. *Microphones:* WE.

KWG, Stockton—*Location of Transmitter:* Weber & E Sts. *Make:* Composite. *Towers:* Two, 100 ft. *Speech Input:* Composite. *Microphones:* RCA.

KTKC,, Visalia—*Location of Transmitter:* 1½ miles southwest of Visalia. *Make:* Collins. *Towers:* 2 Ideco, 275 feet. *Speech Input:* RCA. *Microphones:* RCA, WE.

KHUB, Watsonville—*Location of Transmitter:* P.O. Box 349. *Make:* RCA. *Tower:* 1 Bethlehem, 185 feet. *Speech Input:* RCA. *Microphones:* RCA.

COLORADO

KVOR, Colorado Springs — *Location of Transmitter:* East of Colorado Springs. *Make:* WE. *Tower:* 1 Blaw-Knox, 204 feet. *Speech Input:* WE, RCA. *Microphones:* RCA, WE.

KVOD, Denver—*Location of Transmitter:* 54th & Pecos Sts. *Make:* RCA. *Towers:* 2 Lehigh, 320 ft. *Speech Input:* RCA. *Microphones:* RCA, WE.

KFEL, Denver—*Location of Transmitter:* Denver. *Make:* Composite. *Tower:* 1 Truscon, 285 feet. *Speech Input:* Composite. *Microphones:* RCA.

KLZ, Denver—*Location of Transmitter:* Englewood. *Make:* WE. *Tower:* 1 Blaw-Knox, 444 feet. *Speech Input:* WE. *Microphones:* WE.

KOA, Denver — *Location of Transmitter:* Aurora, Colo. *Make:* GE. *Tower:* One, 475 feet. *Speech Input:* RCA. *Microphones:* RCA.

KPOF, Denver—*Location of Transmitter:* 1845 Champa St., near Westminister, Colo. *Make:* Composite. *Tower:* One, 260 feet. *Speech Input:* Composite. *Microphones:* WE, Universal.

KIUP, Durango—*Location of Transmitter:* Durango. *Make:* Composite. *Tower:* One, 181 feet. *Speech Input:* Composite. *Microphones:* WE, Turner, Shure.

KFXJ, Grand Junction — *Location of Transmitter:* Hillcrest Manor. *Make:* Gates American. *Tower:* One, 205 feet. *Speech Input:* Gates. *Microphones:* RCA, WE.

KFKA, Greeley—*Location of Transmitter:* N. Eleventh Ave. *Make:* Composite. *Tower:* One Blaw-Knox, 269 feet. *Speech Input:* Gates. *Microphones:* Amperite.

KOKO, La Junta—*Location of Transmitter:* Highway No. 50, West of La Junta. *Make:* RCA. *Tower:* One Blaw-Knox, 203 feet. *Speech Input:* RCA. *Microphones:* RCA.

KGHF—Pueblo. *Location of Transmitter:* Lake & Maryland. *Make:* Composite. *Tower:* 1 Blaw-Knox, 200 ft. *Speech Input:* Composite. *Microphones:* RCA.

CONNECTICUT

WICC, Bridgeport — *Location of Transmitter:* Pleasure Beach, *Make:* WE, Raytheon. *Towers:* Two Blaw-Knox, 300 feet. *Speech Input:* WE. *Microphones:* WE.

WDRC, Hartford—*Location of Transmitter:* Bloomfield, Conn. *Make:* WE. *Tower:* One Truscon, 310 feet. *Speech Input:* WE. *Microphones:* WE.

WTHT, Hartford—*Location of Transmitter:* 983 Main St. *Make:* WE. *Tower:* One Blaw-Knox, 204 feet, atop 285 ft. bldg. *Speech Input:* Collins. *Microphones:* RCA.

WTIC, Hartford—*Location of Transmitter:* Avon, Conn. *Make:* RCA. *Towers:* Two Blaw-Knox, 483 feet. *Speech Input:* RCA, WE. *Microphones:* RCA, WE.

WNBC, New Britain—*Location of Transmitter:* Cedar St., Newington, Conn. *Make:* RCA. *Towers:* Two Truscon, 178 feet. *Speech Input:* RCA. *Microphones:* RCA.

WELI, New Haven. *Location of Transmitter:* Circular Ave., Hamden, Conn. *Make:* RCA. *Towers:* Two Lehigh, 242 feet. *Speech Input:* RCA. *Microphones:* RCA.

WNLC, New London—*Location of Transmitter:* Winthrop Point. *Make:* Collins. *Tower:* One Lehigh, 180 feet. *Speech Input:* Collins. *Microphones:* Brush, RCA, Gates.

WATR, Waterbury—*Location of Transmitter:* Baldwin Ave. *Make:* Collins. *Towers:* Two Lehigh, 180 feet. *Speech Input:* Collins.

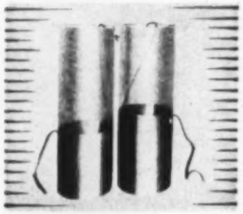
WBRY, Waterbury—*Location of Transmitter:* Prospect, Conn. *Make:* RCA. *Towers:* Two RCA, 189 feet. *Speech Input:* RCA. *Microphones:* RCA.

DELAWARE

WDEL, Wilmington—*Location of Transmitter:* Wilmington. *Make:* Composite. *Tower:* One Blaw-Knox, 235 feet. *Speech Input:* Composite. *Microphones:* RCA, WE.

WILM, Wilmington—*Location of Transmitter:* Governor Printz Blvd. *Make:* Composite. *Tower:* One Blaw-Knox, 150 feet. *Speech Input:* Collins. *Microphones:* RCA, WE.

RADIO,
We knew you when...



LEYDEN JAR

ORIGINAL DUBILIER TRANSMITTING CAPACITOR

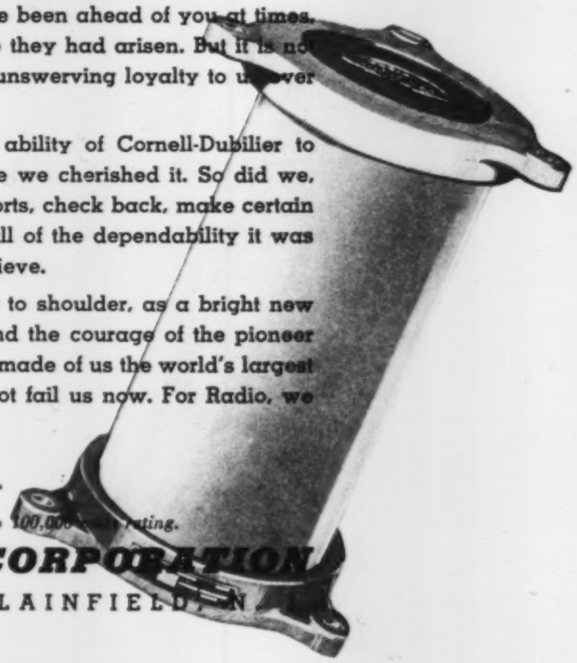
Those first crude efforts to communicate sound—well do we remember. We had just developed the first transmitting capacitor, replacing the old cumbersome Leyden jar. And you, Radio, made it your own.

How quickly you grew, and how big. Each swiftly changing scene in your meteoric career brought new demands . . . demands undreamed a decade before. Yet, through it all, Cornell-Dubilier kept pace. In laboratories whose lights burned far into the night, our staff of researchers worked hand in hand with seasoned engineers exploring, developing, perfecting new capacitor types to meet your expanding broadcast requirements.

Yes, Radio, we kept the pace. Indeed, we have been ahead of you at times, anticipating your capacitor needs even before they had arisen. But it is not for this we pride ourselves. Rather, it is your unswerving loyalty to us over the trying years.

Early that confidence you displayed in the ability of Cornell-Dubilier to deliver became as a challenge to us. So have we cherished it. So did we, time and again because of it, redouble our efforts, check back, make certain that the C-D capacitor of the day possessed all of the dependability it was possible for the hand and brain of man to achieve.

So, Radio, we stand with you today, shoulder to shoulder, as a bright new dawn comes over the horizon—Television! And the courage of the pioneer that has served us for three dramatic decades, made of us the world's largest manufacturer of capacitors exclusively, will not fail us now. For Radio, we knew you when.



1910
1940

Complete listing of Mica and Dykanol capacitors in all capacities—up to 100,000 [illegible] rating.

CORNELL - DUBILIER ELECTRIC CORPORATION
1004 HAMILTON BOULEVARD • SOUTH PLAINFIELD, N. [illegible]

Equipment in Use in
BROADCAST STATIONS IN UNITED STATES AND CANADA

(Continued from page 346)

DISTRICT OF COLUMBIA

WJSV, Washington—*Location of Transmitter:* Wheaton, Md. *Make:* WE. *Towers:* Three Blaw-Knox, 340 feet. *Speech Input:* RCA, WE. *Microphones:* RCA, WE.

WMAL, Washington—*Location of Transmitter:* 712 11th St., N.W. *Make:* Composite, WE. *Tower:* One, 80 feet atop 100 ft. tower. *Speech Input:* RCA. *Microphones:* RCA.

WOL, Washington—*Location of Transmitter:* Ager Road, Chillum, Md. *Make:* WE. *Towers:* Two Blaw-Knox, 230 feet. *Speech Input:* WE. *Microphones:* WE.

WRC, Washington — *Location of Transmitter:* Hyattsville, Md. *Make:* RCA. *Tower:* One Truscon, 400 feet. *Speech Input:* RCA. *Microphones:* RCA.

FLORIDA

WFTL, Fort Lauderdale — *Location of Transmitter:* 2700 S. Andrews Ave. *Make:* WE. *Tower:* One Blaw-Knox, 175 feet. *Speech Input:* WE. *Microphones:* WE.

WRUF, Gainesville—*Location of Transmitter:* Gainesville. *Make:* WE. *Towers:* Two American Bridge, 200 feet. *Speech Input:* WE, Composite. *Microphones:* WE, RCA.

WJAX, Jacksonville—*Location of Transmitter:* 1 Broadcast Place. *Make:* WE. *Tower:* One, 281 feet. *Speech Input:* WE. *Microphones:* WE.

WMBR, Jacksonville—*Location of Transmitter:* Foot of Vine St. *Make:* Composite. *Tower:* 1 Blaw-Knox, 179 ft. *Speech Input:* WE. *Microphones:* RCA, WE.

WLAK, Lakeland—*Location of Transmitter:* Lakeland. *Make:* Composite. *Tower:* One, 200 feet. *Speech Input:* WE. *Microphones:* Amperite.

WIOD, Miami—*Location of Transmitter:* Miami. *Make:* RCA. *Tower:* 1 Blaw-Knox, 196 feet. *Speech Input:* RCA. *Microphones:* RCA.

WQAM, Miami—*Location of Transmitter:* Miami. *Make:* RCA, WE. *Tower:* One Blaw-Knox, 240 feet. *Speech Input:* RCA. *Microphones:* RCA.

WKAT, Miami Beach—*Location of Transmitter:* 1759 N. Bay Rd. *Make:* WE. *Tower:* 1 Blaw-Knox, 154 ft. *Speech Input:* WE. *Microphones:* RCA, WE.

WTMC, Ocala—*Location of Transmitter:* Anthony & Henry Sts. *Make:* Composite. *Tower:* 1 Wincharger, 150 ft. *Speech Input:* Composite. *Microphones:* Turner.

WDBO, Orlando—*Location of Transmitter:* Near Orlando. *Make:* Composite. *Tower:* 1 Blaw-Knox, 370 ft. *Speech Input:* RCA. *Microphones:* RCA.

WCOA, Pensacola—*Location of Transmitter:* Foot of Pensacola Bay Bridge. *Make:* WE. *Tower:* One, 179 feet. *Speech Input:* WE. *Microphones:* RCA.

WTAL, Tallahassee—*Location of Transmitter:* Thomasville Highway. *Make:* Collins. *Tower:* 1 Wincharger, 190 ft. *Speech Input:* Collins. *Microphones:* Brush.

WDAE, Tampa—*Location of Transmitter:* Tampa. *Make:* Composite. *Tower:* 1 Truscon, 240 ft. *Speech Input:* RCA. *Microphones:* RCA, WE.

WFLA, Tampa—*Location of Transmitter:* Bay to Bay Blvd, Clearwater, Fla. *Make:* WE. *Towers:* 2 Ideco, 200 feet. *Speech Input:* RCA. *Microphones:* RCA.

WFOY, St. Augustine—*Location of Transmitter:* Magnolia Ave. *Make:* WE. *Tower:* One, 209 ft. *Speech Input:* WE. *Microphones:* WE.

WSUN, St. Petersburg — *Location of Transmitter:* Bayview, Fla. *Make:* WE. *Towers:* Two, 207 feet. *Microphones:* WE, RCA.

WTSP, St. Petersburg — *Location of Transmitter:* 3509 Fourth St., N. *Make:* WE. *Tower:* 1 Blaw-Knox, 155 feet. *Speech Input:* RCA. *Microphones:* RCA.

WSPB, Sarasota—*Location of Transmitter:* City Island, Sarasota. *Make:* RCA. *Tower:* 1 Truscon, 175 feet. *Speech Input:* RCA. *Microphones:* RCA.

WJNO, West Palm Beach—*Location of Transmitter:* 1415 Okeechobee Road. *Make:* WE. *Tower:* 1 Lehigh, 180 feet. *Speech Input:* RCA. *Microphones:* RCA.

GEORGIA

WGPC, Albany—*Location of Transmitter:* 127½ N. Jackson St. *Make:* RCA. *Tower:* One, 153 feet. *Speech Input:* WE. *Microphones:* WE.

RECORDERS AND MICROPHONES

Besides the portable recorder [illustrated] Universal manufactures professional, instantaneous wax and new Uni-Cord portable professional recorder, needles, styli, lead screws, cutting heads, amplifiers, blank discs, etc.

Universal makes all types of microphones besides the cinema model [illustrated] . . . dynamic, crystal, velocity, carbon, ribbon, 5 mm., 15 mm., handi-mikes for remote control, special events, amateur use, police, portable, etc. . . . a cinema model, aircraft types, press-to-talk, grasp-to-talk, etc. . . . over 104 models for every possible microphone need from $3. list up.

Catalogs are ready for both the recording and the microphone division for 1940

Universal Microphone Co., Ltd.
INGLEWOOD, CALIFORNIA, U. S. A
EXPORT AGENTS - FRAZAR & CO., 7 FRONT ST SAN FRANCISCO

WAGA, Atlanta—*Location of Transmitter:* Atlanta. *Make:* RCA. *Tower:* 1 Truscon, 378 feet. *Speech Input:* RCA. *Microphones:* RCA.

WATL, Atlanta—*Location of Transmitter:* 26 Cain St., N.W. *Make:* WE. *Tower:* 1 Truscon, 154 feet. *Speech Input:* WE. *Microphones:* WE, RCA.

WGST, Atlanta—*Location of Transmitter:* Cheshire Bridge Road. *Make:* RCA. *Tower:* 1 Blaw-Knox, 300 feet. *Speech Input:* WE. *Microphones:* WE, RCA.

WSB, Atlanta—*Location of Transmitter:* Near Tucker, Ga. *Make:* WE. *Towers:* 2 Lehigh, 350 feet. *Speech Input:* WE. *Microphones:* WE, RCA.

WRDW, Augusta—*Location of Transmitter:* Buena Vista Ave., North Augusta, S. C. *Make:* RCA. *Tower:* 1 Blaw-Knox, 179 feet. *Speech Input:* Gates. *Microphones:* RCA.

WRBL, Columbus—*Location of Transmitter:* Columbus. *Make:* WE. *Tower:* 1 Truscon, 210 feet. *Speech Input:* WE. *Microphones:* WE, RCA.

WMAZ, Macon—*Location of Transmitter:* Macon. *Make:* Composite. *Tower:* 1 Blaw-Knox, 247 feet. *Speech Input:* RCA. *Microphones:* RCA.

WMGA, Moultrie—*Location of Transmitter:* Moultrie. *Make:* RCA. *Tower:* 1 Truscon, 325 feet. *Speech Input:* RCA. *Microphones:* RCA.

WRGA, Rome—*Location of Transmitter:* National City Bank Bldg. *Make:* Composite. *Tower:* One, 185 feet.

WSAV, Savannah—*Location of Transmitter:* President St., E. *Make:* RCA. *Tower:* 1 Lingo, 188 feet. *Speech Input:* RCA. *Microphones:* RCA.

WTOC, Savannah—*Location of Transmitter:* P.O. Box 645. *Make:* Composite. *Tower:* One, 285 feet. *Speech Input:* RCA. *Microphones:* RCA.

WPAX, Thomasville—*Location of Transmitter:* 117 Remington Ave. *Make:* Composite. *Tower:* 1 Blaw-Knox, 205 feet. *Speech Input:* Composite. *Microphones:* Amperite.

WAYX, Waycross—*Location of Transmitter:* Waycross. *Make:* Composite. *Tower:* One, 160 ft. *Speech Input:* Collins. *Microphones:* Amperite, RCA.

IDAHO

KIDO, Boise — *Location of Transmitter:* Boise. *Make:* Composite. *Tower:* 1 Blaw-Knox, 230 feet. *Speech Input:* Composite. *Microphones:* RCA.

KID, Idaho Falls—*Location of Transmitter:* Ammon Highway. *Make:* Composite. *Tower:* 1 Truscon, 378 feet. *Speech Input:* Gates. *Microphones:* Gates, RCA, WE.

KRLC, Lewiston—*Location of Transmitter:* Lewiston Orchards. *Speech Input:* WE. *Microphones:* WE, Amperite.

KFXD, Nampa—*Location of Transmitter:* 1024 12th Ave., S. *Make:* WE. *Tower:* 1 Blaw-Knox, 225 feet. *Speech Input:* WE. *Microphones:* WE.

KSEI, Pocatello—*Location of Transmitter:* Pocatello. *Make:* WE. *Towers:* 2 Blaw-Knox, 165 ft. *Speech Input:* WE. *Microphones:* WE.

KTFI, Twin Falls—*Location of Transmitter:* Twin Falls. *Make:* WE. *Tower:* 1 Lehigh, 437 feet. *Speech Input:* Composite. *Microphones:* RCA, WE.

ILLINOIS

WMRO, Aurora—*Location of Transmitter:* North Aurora. *Make:* RCA. *Tower:* 1 Harrell, 201 feet. *Speech Input:* RCA. *Microphones:* RCA.

WJBC, Bloomington—*Location of Transmitter:* Normal, Ill. *Make:* Composite. *Tower:* One, 191 feet. *Speech Input:* Composite. *Microphones:* WE, Brush.

WCAZ, Carthage—*Location of Transmitter:* Carthage. *Make:* Composite. *Tower:* 1 Blaw-Knox 229 feet. *Speech Input:* RCA, Gates. *Microphones:* RCA.

WDWS, Champaign—*Location of Transmitter:* Champaign. *Make:* Composite. *Tower:* 1 Truscon, 151 feet. *Speech Input:* Collins. *Microphones:* RCA, WE.

WAAF, Chicago—*Location of Transmitter:* 1001 Exchange Ave. *Make:* Composite. *Tower:* 1 Truscon, 231 feet. *Speech Input:* Composite. *Microphones:* RCA, Amperite, WE.

WBBM, Chicago—*Location of Transmitter:* Glenview, Ill. *Make:* Composite. *Tower:* 1 Blaw-Knox, 490 feet. *Speech Input:* RCA, WE. *Microphones:* RCA, WE.

WCBD, Chicago—*Location of Transmitter:* Church Rd., Elmhurst, Ill. *Make:* WE. *Speech Input:* RCA. *Microphones:* RCA.

WCFL, Chicago—*Location of Transmitter:* Downers Grove, Ill. *Make:* RCA. *Tower;* 1 Blaw-Knox, 490 feet. *Speech Input:* RCA. *Microphones:* RCA, WE.

WEDC, Chicago—*Location of Transmitter:* 3860 Ogden Ave. *Make:* Composite: *Tower:* 1 Truscon, 210 feet. *Speech Input:* Gates. *Microphones:* RCA.

WENR, Chicago—*Location of Transmitter:* Tinley Park, Ill. *Make:* RCA. *Tower:* 1 Truscon, 586 feet. *Speech Input:* RCA. *Microphones:* RCA.

WGN, Chicago—*Location of Transmitter:* Roselle, Ill. *Make:* Composite. *Tower:* 1 Truscon, 750 feet. *Speech Input:* RCA. *Microphones:* RCA, WE.

WJJD, Chicago—*Location of Transmitter:* Chicago. *Make:* Composite. *Tower:* 1 Truscon, 283 feet. *Speech Input:* Collins. *Microphones:* WE.

WLS, Chicago—*Location of Transmitter:* Tinley Park, Ill. *Make:* RCA. *Tower:* 1 Blaw-Knox, 586 feet. *Speech Input:* RCA, WE. *Microphones:* RCA, WE.

WMAQ, Chicago—*Location of Transmitter:* Elmhurst, Ill. *Make:* Westinghouse. *Tower:* 1 International Stacy, 490 feet. *Speech Input:* RCA. *Microphones:* RCA.

WMBI, Chicago—*Location of Transmitter:* R.D. No. 1, Elmhurst, Ill. *Make:* WE. *Tower:* 1 Blaw-Knox, 490 feet. *Speech Input:* RCA. *Microphones:* RCA.

WSBC, Chicago—*Location of Transmitter:* 2400 W. Madison St. *Make:* Composite. *Tower:* 1 Truscon, 189 ft. atop 8 story bldg. *Speech Input:* RCA, WE. *Microphones:* RCA, WE.

WHFC, Cicero—*Location of Transmitter:* 6138 W. Cermak Rd. *Make:* WE. *Tower:* 1 Blaw-Knox, 175 feet. *Speech Input:* WE. *Microphones:* WE.

WDAN, Danville—*Location of Transmitter:* 1500 Washington Ave. *Make:* RCA. *Tower:* 1 Blaw-Knox, 328 feet. *Speech Input:* RCA. *Microphones:* RCA.

WSOY, Decatur—*Location of Transmitter:* 1891 N. Oakland Ave. *Make:* Composite. *Tower:* 1 Truscon, 196 feet. *Speech Input:* Composite. *Microphones:* RCA.

WGIL, Galesburg—*Location of Transmitter:* Galesburg. *Make:* RCA. *Tower:* 1 Harrell, 165 feet. *Speech Input:* RCA. *Microphones:* RCA.

WEBQ, Harrisburg—*Location of Transmitter:* 100 E. Poplar St. *Make:* Composite. *Tower:* 1 Blaw-Knox, 204 feet. *Speech Input:* Gates. *Microphones:* Remler.

WCLS, Joliet—*Location of Transmitter:* Joliet. *Make:* Composite. *Tower:* 1 Wincharger, 189 feet. *Speech Input:* Composite. *Microphones:* RCA.

WMBD, Peoria—*Location of Transmitter:* State Highway 29. *Make:* WE. *Tower:* 1 Blaw-Knox, 254 feet. *Speech Input:* WE, Composite. *Microphnoes:* RCA.

WTAD, Quincy—*Location of Transmitter:* North 24th St. *Make:* Collins. *Tower:* 1 Truscon, 280 feet. *Speech Input:* Collins. *Microphones:* RCA, WE.

WROK, Rockford—*Location of Transmitter:* Kilburn Ave. *Make:* RCA. *Tower:* 1 Truscon, 231 ft. *Speech Input:* Remler. *Microphones:* WE.

WHBF, Rock Island—*Location of Transmitter:* 52nd St. & 23 Ave., Moline, Ill. *Make:* RCA. *Towers:* 2 Truscon, 350 feet. *Speech Input:* RCA. *Microphones:* RCA.

WCBS, Springfield—*Location of Transmitter:* 2200 S. 6th St. *Make:* Composite. *Tower:* 1 Harrell, 155 feet. *Speech Input:* RCA. *Microphones:* RCA.

WTAX, Springfield—*Location of Transmitter:* Reisch Bldg. *Make:* RCA. *Towers:* Two, 90 ft. *Speech Input:* RCA. *Microphones:* RCA.

WDZ, Tuscola—*Location of Transmitter:* Tuscola. *Make:* RCA. *Tower:* 1 Blaw-Knox, 243 feet. *Speech Input:* Composite. *Microphones:* RCA.

WILL, Urbana—*Location of Transmitter:* S. First St. Road. *Make:* RCA. *Towers:* 2 Truscon, 328 ft. *Speech Input:* Composite. *Microphones:* RCA, WE.

INDIANA

WHBU, Anderson—*Location of Transmitter:* Citizens Bank Bldg. *Make:* Collins. *Towers:* Two, 50 feet. *Speech Input:* Collins: *Microphones:* RCA.

WTRC, Elkhart—*Location of Transmitter:* Elkhart. *Make:* RCA. *Tower:* 1 Truscon, 174 feet. *Speech Input:* RCA. *Microphones:* RCA.

WEOA, Evansville—*Location of Transmitter:* 519 Vine St. *Make:* Composite. *Tower:* One, 180 feet. *Speech Input:* Composite. *Microphones:* RCA.

WGBF, Evansville—*Location of Transmitter:* North of Evansville. *Make:* Composite. *Towers:* Two, 125 ft. *Speech Input:* RCA. *Microphones:* RCA.

WGL, Fort Wayne—*Location of Transmitter:* Fort Wayne. *Make:* Westinghouse. *Tower:* 1 Ideco, 175 ft. *Speech Input:* RCA, WE. *Microphones:* RCA, WE.

WOWO, Fort Wayne—*Location of Transmitter:* Fort Wayne. *Make:* Composite. *Tower:* 1 Blaw-Knox, 450 ft. *Speech Input:* RCA, WE. *Microphones:* RCA, WE.

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COVERAGE » EFFICIENCY
SATISFACTION » ECONOMY

You get all four when you install a LEHIGH Vertical Radiator *plus* years of experience in designing and fabricating antennas. Our engineers can be of valuable assistance in planning an antenna to meet your needs.

Illustrated—The new 640 foot Lehigh Vertical Radiator at Radio Station WCCO, Anoka, Minn. (owned and operated by the Columbia Broadcasting System, Inc.) This tower was shop welded with sections connected with rib bolted splices in field.

Consulting Engineers, H. G. Balcom Associates. Field supervision was by Magney, Tusler and Setter, Architects and Engineers, Minneapolis, Minn. and Hugh S. McCartney, Chief Engr., Radio Station WCCO.

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LEHIGH STRUCTURAL STEEL CO.
17 BATTERY PLACE, NEW YORK, N. Y.
PLANT AT ALLENTOWN, PA.
OFFICES IN PRINCIPAL CITIES

Equipment in Use in
BROADCAST STATIONS IN UNITED STATES AND CANADA

(*Continued from page 348*)

WIND, Gary — *Location of Transmitter:* Calumet Township, Gary. *Make:* WE. *Towers:* 1 Martin, 350 feet; 2 Truscon, 350 feet; 3 Blaw-Knox, 250 feet. *Speech Input:* WE, Collins. *Microphones:* WE.

WHIP, Hammond—*Location of Transmitter:* Hammond. *Make:* WE. *Towers:* 3 Lehigh, 350 ft. *Speech Input:* WE. *Microphones:* RCA.

WWAE, Hammond—*Location of Transmitter:* Hammond. *Make:* WE. *Towers:* 3 Lehigh, 350 ft. *Speech Input:* WE. *Microphones:* RCA.

WFBM, Indianapolis—*Location of Transmitter:* Millersville, Marion County, Ind. *Make:* RCA. *Tower:* One, 400 feet. *Speech Input:* RCA. *Microphones:* RCA.

WIBC, Indianapolis—*Location of Transmitter:* Millersville Road. *Make:* RCA. *Tower:* 1 Truscon, 336 feet. *Speech Input:* RCA. *Microphones:* RCA.

WIRE, Indianapolis—*Location of Transmitter:* Ralston Road. *Make:* RCA. *Towers:* 2 Truscon, 330 feet. *Speech Input:* RCA. *Microphones:* RCA.

WLBC, Muncie—*Location of Transmitter:* Anthony Bldg. *Make:* Doolittle & Falknor. *Tower:* 1 Harrell, 164 feet. *Speech Input:* Collins. *Microphones:* RCA.

WGRC, New Albany—*Location of Transmitter:* Silver Creek. *Make:* RCA. *Tower:* 1 Truscon, 231 feet. *Speech Input:* RCA. *Microphones:* RCA.

WFAM, South Bend—*Location of Transmitter:* R. R. No. 2, West of South Bend. *Make:* RCA. *Towers:* Two, 208 feet. *Speech Input:* RCA. *Microphones:* RCA, WE.

WSBT, South Bend—*Location of Transmitter:* R. R. No. 2, West of South Bend. *Make:* RCA. *Towers:* Two, 208 feet. *Speech Input:* RCA. *Microphones:* RCA, WE.

WBOW, Terre Haute—*Location of Transmitter:* First & Peyton Sts. *Make:* Composite. *Tower:* One, 220 feet. *Speech Input:* RCA. *Microphones:* RCA.

WAOV, Vincennes—*Location of Transmitter:* Vincennes. *Make:* RCA. *Tower:* One, 250 ft. *Speech Input:* RCA.

WBAA, West Lafayette — *Location of Transmitter:* Electrical Engineering Bldg. *Make:* Composite. *Towers:* Two, 150 ft. *Speech Input:* Composite. *Microphones:* RCA, WE.

IOWA

WOI, Ames — *Location of Transmitter:* Ames. *Make:* RCA. *Tower:* 1 Truscon, 400 feet. *Speech Input:* RCA. *Microphones:* RCA, WE.

WMT, Cedar Rapids—*Location of Transmitter:* Marion, Ia. *Make:* Collins: *Towers:* 2 International Stacy, 412 feet. *Speech Input:* Collins. *Microphones:* RCA, WE.

WOC, Davenport—*Location of Transmitter:* 1002 Brady St. *Make:* RCA. *Tower:* One, 185 feet. *Speech Input:* RCA, Collins. *Microphones:* RCA, WE.

KWLC, Decorah—*Location of Transmitter:* Decorah. *Make:* Composite. *Tower:* 1 Wincharger, 205 ft. *Speech Input:* Composite. *Microphones:* Gates.

KRNT, Des Moines—*Location of Transmitter:* RFD No. 4. *Make:* RCA. *Towers:* 2 Truscon, 190 ft.; 1 Truscon, 170 ft.; 1 Ideco, 365 ft. *Speech Input:* WE, RCA. *Microphones:* WE, RCA.

KSO, Des Moines—*Location of Transmitter:* RFD No. 4. *Make:* RCA. *Towers:* 2 Truscon, 190 ft.; 1 Truscon, 170 ft.; 1 Ideco, 365 ft. *Speech Input:* WE, RCA. *Microphones:* WE, RCA.

WHO, Des Moines—*Location of Transmitter:* Mitchellville, Ia. *Make:* RCA. *Tower:* 1 Blaw-Knox, 531 ft. *Speech Input:* RCA, WE. *Microphones:* RCA, WE.

WKBB, Dubuque—*Location of Transmitter:* R. R. No. 2. *Make:* Collins. *Tower:* 1 Truscon, 260 feet. *Speech Input:* Collins. *Microphones:* WE.

KVFD, Fort Dodge—*Location of Transmitter:* Junction, U. S. Highways No. 169 & 20. *Make:* RCA. *Tower:* 1 Wincharger, 310 ft. *Speech Input:* RCA. *Microphones:* RCA.

KGLO, Mason City—*Location of Transmitter:* Mason City. *Make:* RCA. *Tower:* 1 Truscon, 300 feet. *Speech Input:* RCA. *Microphones:* RCA.

WSUI, Iowa City—*Location of Transmitter:* Iowa City. *Make:* WE. *Towers:* Two, 200 feet. *Speech Input:* WE, RCA. *Microphones:* WE, RCA.

KFNF, Shenandoah—*Location of Transmitter:* 407 Sycamore St. *Make:* WE. *Tower:* 1 Dempster, 260 feet. *Speech Input:* Collins, WE. *Microphones:* RCA, WE.

KMA, Shenandoah—*Location of Transmitter:* Shenandoah. *Make:* RCA. *Tower:* 1 Truscon, 488 feet. *Speech Input:* RCA. *Microphones:* RCA, WE.

KSCJ, Sioux City—*Location of Transmitter:* Leeds, Ia. *Make:* Composite. *Tower:* 1 U. S. Wind Engine, 312 feet. *Speech Input:* WE. *Microphones:* WE.

KTRI, Sioux City—*Location of Transmitter:* 6th & Nebraska. *Make:* RCA. *Tower:* 1 Truscon, 175 feet. *Speech Input:* RCA. *Microphones:* RCA.

KANSAS

KVAK, Atchison—*Location of Transmitter:* 622 Commercial St. *Make:* Composite. *Tower:* 1 Wincharger, 150 feet. *Speech Input:* Collins. *Microphones:* RCA.

KGGF, Coffeyville—*Location of Transmitter:* South Coffeyville, Okla. *Make:* WE. *Towers:* 2 Blaw-Knox, 200 feet. *Speech Input:* WE. *Microphones:* WE.

KGNO, Dodge City—*Location of Transmitter:* Dodge City. *Make:* Collins. *Tower:* One, 199 feet. *Speech Input:* Collins. *Microphones:* WE.

KTSW, Emporia—*Location of Transmitter:* South of Emporia. *Make:* Collins. *Tower:* 1 Lingo, 180 feet. *Speech Input:* Collins. *Microphones:* WE.

KIUL, Garden City—*Location of Transmitter:* Warner Terrace. *Make:* RCA. *Towers:* Two, 100 feet. *Speech Input:* RCA. *Microphones:* RCA.

KVGB, Great Bend—*Location of Transmitter:* Great Bend. *Make:* Collins. *Tower:* 1 Hutchinson, 167 feet. *Speech Input:* Collins. *Microphones:* Brush, RCA, Astatic.

KWBG, Hutchinson—*Location of Transmitter:* Hutchinson. *Make:* Collins. *Tower:* One, 175 feet. *Speech Input:* Collins. *Microphones:* Brush.

KCKN, Kansas City—*Location of Transmitter:* 901 N. 8th St. *Make:* RCA. *Tower:* 1 Blaw-Knox, 210 feet. *Speech Input:* RCA. *Microphones:* RCA.

WREN, Lawrence—*Location of Transmitter:* Tonganoxie, Kan. *Make:* RCA. *Towers:* 2 Blaw-Knox, 200 feet. *Speech Input:* Composite. *Microphones:* RCA, WE.

KSAC, Manhattan—*Location of Transmitter:* Kansas State College Campus. *Make:* WE. *Towers:* 2 U. S. Wind Engine, 160 feet. *Speech Input:* WE. *Microphones:* WE.

KOAM, Pittsburgh—*Location of Transmitter:* Pittsburg. *Make:* WE. *Tower:* 1 Blaw-Knox, 275 feet. *Speech Input:* Collins. *Microphones:* WE.

KSAL, Salina—*Location of Transmitter:* Journal Bldg. *Make:* WE. *Tower:* 1 Blaw-Knox, 182 feet. *Speech Input:* WE. *Microphones:* WE.

WIBW, Topeka—*Location of Transmitter:* R.F.D. No. 6. *Make:* WE. *Tower:* 1 Lingo, 445 feet. *Speech Input:* WE. *Microphones:* WE.

KANS, Wichita—*Location of Transmitter:* Hotel Lassen. *Make:* Collins. *Tower:* 1 Lehigh, 180 feet. *Speech Input:* Collins.

KFBI, Wichita—*Location of Transmitter:* Wichita. *Tower:* 1 Blaw-Knox, 254 feet. *Speech Input:* RCA. *Microphones:* WE.

KFH, Wichita—*Location of Transmitter:* 2½ miles east of Wichita. *Make:* WE. *Tower:* 1 Blaw-Knox, 220 feet. *Speech Input:* WE. *Microphones:* WE.

KENTUCKY

WCMI, Ashland—*Location of Transmitter:* Radio Block. *Make:* Hilliard. *Tower:* 1 Lingo, 189 feet. *Speech Input:* Hilliard. *Microphones:* RCA, WE.

WHOP, Hopkinsville—*Location of Transmitter:* Hopkinsville. *Make:* Composite. *Tower:* 1 Wincharger, 200 feet. *Speech Input:* Composite. *Microphones:* Turner, Shure.

WAVE, Louisville—*Location of Transmitter:* Brown Hotel. *Make:* RCA. *Tower:* 1 Blaw-Knox, 229 feet. *Speech Input:* RCA. *Microphones:* RCA.

WHAS, Louisville — *Location of Transmitter:* R. R. No. 2, Anchorage, Ky. *Make:* WE. *Tower:* 1 Blaw-Knox, 654 feet. *Speech Input:* WE. *Microphones:* WE.

WOMI, Owensboro—*Location of Transmitter:* Byars Ave. at Livermore Rd. *Make:* RCA. *Tower:* 1 Truscon, 185 feet. *Speech Input:* RCA. *Microphones:* RCA.

WPAD, Paducah—*Location of Transmitter:* 8th & Terrell Sts. *Make:* Gates. *Tower:* 1 Blaw-Knox, 216 feet. *Speech Input:* Gates. *Microphones:* Turner, Shure.

LOUISIANA

KALB, Alexandria—*Location of Transmitter:* Upper 4th St. *Make:* Collins. *Tower:* One, 210 feet. *Speech Input:* Collins. *Microphones:* WE.

WJBO, Baton Rouge—*Location of Transmitter:* Roosevelt Road. *Make:* WE. *Tower:* 1 Lehigh, 490 feet. *Speech Input:* WE. *Microphones:* WE.

KVOL, Lafayette—*Location of Transmitter:* Lafayette. *Make:* Composite. *Tower:* 1 Lehigh, 189 feet. *Speech Input:* Composite. *Microphones:* RCA, Amperite.

KPLC, Lake Charles—*Location of Transmitter:* Lake Charles. *Make:* Composite. *Tower:* 1 Hoke, 163 feet. *Speech Input:* Composite. *Microphones:* WE, Amperite.

KMLB, Monroe—*Location of Transmitter:* Milhaven Rd. *Make:* Composite. *Tower:* One, 164 feet. *Speech Input:* WE, Collins. *Microphones:* WE, RCA, Amperite.

WDSU, New Orleans—*Location of Transmitter:* Gretna, La. *Make:* WE. *Towers:* 2 Blaw-Knox, 167 feet. *Speech Input:* WE. *Microphones:* WE.

WJBW, New Orleans—*Location of Transmitter:* 3617 Bruxelle St. *Make:* Gates American. *Tower:* One, 215 feet. *Speech Input:* Gates American.

WNOE, New Orleans—*Location of Transmitter* Broad & Europhrosinee Sts. *Make:* WE. *Tower:* 1 WE, 206 feet. *Speech Input:* WE. *Microphones:* WE.

WSMB, New Orleans—*Location of Transmitter:* Algiers, La. *Make:* WE. *Towers:* 2 Truscon, 375 & 310 feet. *Speech Input:* WE. *Microphones:* WE.

WWL, New Orleans—*Location of Transmitter:* Williams Blvd. & Hammond Highway, Kenner, La. *Make:* RCA. *Towers:* 2 Ideco, 400 feet. *Speech Input:* RCA. *Microphones:* RCA, WE.

KRMD, Shreveport—*Location of Transmitter:* New Jefferson Hotel. *Make:* Composite. *Tower:* One, 264 feet. *Speech Input:* Composite. *Microphones:* Amperite, WE.

KTBS, Shreveport—*Location of Transmitter:* P. O. Box 17. *Make:* RCA. *Tower:* One, 159 feet. *Speech Input:* RCA. *Microphones:* RCA.

KWKH, Shreveport—*Location of Transmitter:* P. O. Box 17. *Make:* WE. *Towers:* 3 Truscon, 481 feet. *Speech Input:* RCA. *Microphones:* RCA.

MAINE

WRDO, Augusta—*Location of Transmitter:* 341 Water St. *Make:* RCA. *Towers:* Two, 150 feet. *Speech Input:* RCA. *Microphones:* RCA.

WABI, Bangor—*Location of Transmitter:* Brewer, Maine. *Make:* Composite. *Tower:* 1 American Bridge, 265 feet. *Speech Input:* WE. *Microphones:* WE.

WLBZ, Bangor—*Location of Transmitter:* Broadway. *Make:* WE. *Tower:* 1 Blaw-Knox, 404 feet. *Speech Input:* WE. *Microphones:* WE.

WCOU, Lewiston—*Location of Transmitter:* 378 East Ave. *Make:* RCA. *Tower:* 1 Lingo, 199½ feet. *Speech Input:* RCA. *Microphones:* RCA.

WCSH, Portland—*Location of Transmitter:* Scarboro, Me. *Make:* RCA. *Towers:* 2 Blaw-Knox, 300 feet. *Speech Input:* RCA. *Microphones:* RCA.

WGAN, Portland—*Location of Transmitter:* Portland. *Make:* WE. *Towers:* 2 Lehigh, 350 feet. *Speech Input:* WE. *Microphones:* WE.

WAGM, Presque Isle—*Location of Transmitter:* Presque Isle. *Make:* Composite. *Towers:* Two, 968 feet. *Speech Input:* WE, Composite. *Microphones:* WE.

MARYLAND

WBAL, Baltimore—*Location of Transmitter:* Pikesville, Md. *Make:* WE. *Towers:* Two, 210 feet. *Speech Input:* WE, RCA. *Microphones:* WE, RCA.

WCAO, Baltimore—*Location of Transmitter:* 811 W. Lanvale St. *Make:* RCA. *Towers:* 2 Blaw-Knox, 165 feet. *Speech Input:* RCA, WE. *Microphones:* RCA, WE.

WCBM, Baltimore—*Location of Transmitter:* 1100 E. Cold Spring Lane. *Make:* RCA. *Tower:* 1 Truscon, 215 feet. *Speech Input:* RCA. *Microphones:* RCA.

WFBR, Baltimore—*Location of Transmitter:* Baltimore. *Make:* RCA. *Towers:* 2 Truscon, 300 feet. *Speech Input:* RCA. *Microphones:* RCA.

WTBO, Cumberland—*Location of Transmitter:* Fort Hill, Md. *Make:* Composite. *Towers:* Two, 100 feet. *Speech Input:* RCA. *Microphones:* RCA.

WFMD, Frederick—*Location of Transmitter:* Frederick. *Make:* Composite. *Tower:* 1 Truscon, 257 feet. *Speech Input:* Composite. *Microphones:* Composite.

WJEJ, Hagerstown—*Location of Transmitter:* Hagerstown. *Make:* WE. *Tower:* 1 Lehigh, 190 feet. *Speech Input:* Custom Built. *Microphones:* Amperite, Brush, Shure.

WSAL, Salisbury—*Location of Transmitter:* 315 Main St. *Make:* Doolittle & Falknor. *Tower:* 1 Lehigh, 186 feet. *Speech Input:* RCA. *Microphones:* WE, RCA.

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BROADCAST STATIONS IN UNITED STATES AND CANADA

(*Continued from page 350*)

MASSACHUSETTS

WAAB, Boston—*Location of Transmitter:* Squantum, Dorchester St., Quincy, Mass. *Make:* Composite. *Tower:* 1 Blaw-Knox. 420 feet. *Speech Input:* Composite. *Microphones:* WE, RCA.

WCOP, Boston—*Location of Transmitter:* Speedway Ave., Brighton, Mass. *Make:* RCA. *Tower:* 1 Truscon, 227 feet. *Speech Input:* RCA. *Microphones:* RCA.

WEEI, Boston—*Location of Transmitter:* Mystic Valley Parkway, Medford, Mass. *Make:* WE. *Towers:* 2 Truscon, 350 feet. *Speech Input:* WE. *Microphones:* WE, RCA.

WHDH, Boston—*Location of Transmitter:* Saugus, Mass. *Make:* WE. *Towers:* Two, 170 feet. *Speech Input:* WE. *Microphones:* WE.

WMEX, Boston—*Location of Transmitter:* Chelsea, Mass. *Make:* Composite. *Tower:* 1 Lehigh 156 feet. *Speech Input:* Composite. *Microphones:* RCA.

WNAC, Boston—*Location of Transmitter:* Squantum, Dorchester St., Quincy, Mass. *Make:* WE. *Tower:* 1 Blaw-Knox, 420 feet. *Speech Input:* Composite. *Microphones:* WE, RCA.

WORL, Boston—*Location of Transmitter:* Great Plain Ave., Needham, Mass. *Make:* Composite. *Tower:* 1 Truscon, 308 feet. *Speech Input:* RCA. *Microphones:* RCA, WE.

WSAR, Fall River—*Location of Transmitter:* Somerset, Mass. *Make:* WE. *Tower:* One, 280 feet. *Speech Input:* WE. *Microphones:* WE.

WHAI, Greenfield—*Location of Transmitter:* Woodard Road. *Make:* Collins. *Tower:* 1 Lehigh, 150 feet. *Speech Input:* RCA. *Microphones:* RCA.

WLAW, Lawrence—*Location of Transmitter:* River Rd., Andover, Mass. *Make:* RCA. *Tower:* 1 Lehigh, 300 feet. *Speech Input:* RCA. *Microphones:* RCA, WE.

WLLH, Lowell—*Location of Transmitter:* Synchronized, Lowell & Lawrence, Mass. *Make:* Composite, WE. *Towers:* 1 Lehigh, 150 feet, 1 Lingo, 100 feet. *Speech Input:* Composite, WE. *Microphones:* WE.

WNBH, New Bedford—*Location of Transmitter:* Fairhaven, Mass. *Make:* Piezo Electric Lab. *Tower:* One, 200 feet. *Speech Input:* Composite. *Microphones:* WE, Amperite.

WBRK, Pittsfield—*Location of Transmitter:* East & Newell Sts. *Make:* WE. *Tower:* 1 Truscon, 190 feet. *Speech Input:* WE. *Microphones:* WE, RCA.

WESX, Salem—*Location of Transmitter:* Naugus Ave., Marblehead, Mass. *Make:* WE. *Tower:* 1 Blaw-Knox, 190 feet. *Speech Input:* WE. *Microphones:* WE.

WMAS, Springfield—*Location of Transmitter:* Hotel Charles. *Make:* WE. *Tower:* 1 Blaw-Knox, 350 feet. *Speech Input:* WE. *Microphones:* WE, RCA.

WSPR, Springfield—*Location of Transmitter:* West Springfield. *Make:* Composite. *Tower:* 1 Truscon, 225 feet. *Speech Input:* RCA. *Microphones:* RCA.

WORC, Worcester—*Location of Transmitter:* Auburn, Mass. *Make:* RCA. *Towers:* 2 Lehigh, 260 feet. *Speech Input:* RCA. *Microphones:* RCA.

WTAG, Worcester—*Location of Transmitter:* Holden, Mass. *Make:* RCA. *Towers:* 3 Blaw-Knox, 375 feet. *Speech Input:* RCA. *Microphones:* RCA.

MICHIGAN

WELL, Battle Creek—*Location of Transmitter:* 1 W. Michigan St. *Make:* Composite. *Towers:* 2 Flint & Walling, 90 feet atop roof. *Speech Input:* Composite. *Microphones:* Brush.

WBCM, Bay City—*Location of Transmitter:* Tuscola Rd. *Make:* WE. *Towers:* 2 Blaw-Knox, 200 feet. *Speech Input:* WE. *Microphones:* WE.

WHDF, Calumet—*Location of Transmitter:* Laurium, Mich. *Make:* Doolittle & Falknor. *Tower:* One, 180 feet. *Speech Input:* RCA. *Microphones:* WE, Amperite.

WMBC, Detroit—*Location of Transmitter:* 7310 Woodward Ave. *Make:* WE. *Tower:* 1 Blaw-Knox, 176 feet. *Speech Input:* WE. *Microphones:* WE.

WJBK, Detroit—*Location of Transmitter:* 15551 Woodrow Wilson. *Make:* RCA. *Tower:* 1 Blaw-Knox, 185 feet. *Speech Input:* RCA, WE. *Microphones:* RCA, WE.

WJR, Detroit—*Location of Transmitter:* RFD No. 1, Wyandotte, Mich. *Make:* WE. *Tower:* 1 Blaw-Knox, 733 feet. *Speech Input:* WE. *Microphones:* WE.

WWJ, Detroit—*Location of Transmitter:* 12700 8 Mile Rd., Oak Park, Mich. *Make:* WE. *Tower:* 1 Blaw-Knox, 400 feet. *Speech Input:* WE. *Microphones:* WE, RCA.

WXYZ, Detroit—*Location of Transmitter:* Joy Rd. & Greenfield. *Make:* RCA. *Tower:* 1 Blaw-Knox, 355 feet. *Speech Input:* RCA. *Microphones:* RCA.

WKAR, East Lansing—*Location of Transmitter:* East Lansing. *Make:* WE. *Tower:* 1 Blaw-Knox, 300 feet. *Speech Input:* RCA, WE. *Microphones:* RCA, WE.

WFDF, Flint—*Location of Transmitter:* Union Industrial Bldg. *Make:* Collins. *Towers:* Two, 60 feet. *Speech Input:* Composite. *Microphones:* WE.

WOOD-WASH, Grand Rapids—*Location of Transmitter:* Route M-50. *Make:* Composite. *Towers:* Two, 90 feet. *Speech Input:* WE, RCA. *Microphones:* RCA.

WJMS, Ironwood—*Location of Transmitter:* Ironwood. *Make:* Gates American. *Tower:* One, 165 feet. *Speech Input:* Gates. *Microphones:* WE.

WKZO, Kalamazoo—*Location of Transmitter:* Parchment, Mich. *Make:* WE. *Towers:* 2 Lehigh, 325 feet. *Speech Input:* Collins. *Microphones:* RCA.

WJIM, Lansing—*Location of Transmitter:* City National Bldg. *Make:* RCA. *Tower:* One, 173 feet. *Speech Input:* RCA. *Microphones:* RCA.

WMPC, Lapeer—*Location of Transmitter:* Lapeer. *Make:* Doolittle & Falknor. *Tower:* 1 Blaw-Knox, 154 feet. *Speech Input:* Gates. *Microphones:* Gates, RCA.

WDMJ, Marquette—*Location of Transmitter:* 146 W. Washington St. *Make:* Gates-American. *Tower:* One, 187 feet. *Speech Input:* Gates. *Microphones:* American, Shure, Gates.

WKBZ, Muskegon—*Location of Transmitter:* Muskegon Township. *Make:* RCA. *Tower:* 1 Harrell, 210 feet. *Speech Input:* RCA. *Microphones:* RCA, WE.

WCAR, Pontiac—*Location of Transmitter:* Square Lake Road. *Make:* RCA. *Tower:* 1 Truscon, 225 feet. *Speech Input:* RCA. *Microphones:* RCA.

WHLS, Port Huron—*Location of Transmitter:* 32nd & Lapeer. *Make:* RCA. *Tower:* 1 Lehigh, 204 feet. *Speech Input:* RCA, Composite. *Microphones:* RCA.

WEXL, Royal Oak—*Location of Transmitter:* Royal Oak. *Make:* WE. *Towers:* 2 Blaw-Knox, 128 feet. *Speech Input:* RCA. *Microphones:* RCA, Brush.

MINNESOTA

KDAL, Duluth—*Location of Transmitter:* 16th St. & St. Louis Ave. *Make:* Composite. *Tower:* 1 Blaw-Knox, 165 feet. *Speech Input:* Composite. *Microphones:* RCA.

KATE, Albert Lea—*Location of Transmitter:* 330 S. Broadway. *Make:* WE. *Tower:* 1 Blaw-Knox, 174 feet. *Speech Input:* WE. *Microphones:* WE, RCA.

WEBC, Duluth—*Location of Transmitter:* WEBC Bldg., Superior, Wis. *Make:* Composite. *Tower:* One, 364 feet. *Speech Input:* RCA. *Microphones:* RCA, WE.

KGDE, Fergus Falls—*Location of Transmitter:* Fergus Falls. *Make:* WE. *Towers:* Two, 90 feet.

WMFG, Hibbing—*Location of Transmitter:* Hibbing. *Make:* Composite. *Tower:* One, 163 feet. *Speech Input:* RCA. *Microphones:* RCA, WE.

KYSM, Mankato—*Location of Transmitter:* North Mankato. *Make:* RCA. *Tower:* 1 Truscon, 281 feet. *Speech Input:* WE, RCA. *Microphones:* RCA.

KSTP, Minneapolis-St. Paul—*Location of Transmitter:* Highway 61 & County Rd. C. *Make:* Composite. *Towers:* 3 Truscon, 342 feet. *Speech Input:* Composite.

WCCO, Minneapolis-St. Paul—*Location of Transmitter:* Anoka, Minn. *Make:* WE. *Tower:* 1 Lehigh, 652 feet. *Speech Input:* RCA. *Microphones:* RCA.

WDGY, Minneapolis-St. Paul—*Location of Transmitter:* Wazata Blvd. & Louisiana Ave. *Make:* WE. *Tower:* 1 Truscon, 226 feet. *Speech Input:* WE. *Microphones:* WE.

WLB, Minneapolis-St. Paul—*Location of Transmitter:* Minneapolis. *Make:* RCA. *Tower:* 1 Truscon, 329 feet. *Speech Input:* RCA, Composite. *Microphones:* RCA.

WMIN, Minneapolis-St. Paul—*Location of Transmitter:* 1287 St. Anthony Ave., St. Paul. *Make:* WE. *Tower:* 1 Blaw-Knox, 199 feet. *Speech Input:* WE. *Microphones:* WE.

WTCN, Minneapolis-St. Paul—*Location of Transmitter:* Snelling Road B, Rose Township. *Make:* WE. *Tower:* 1 Blaw-Knox, 329 feet. *Speech Input:* RCA. *Microphones:* RCA.

KVOX, Moorhead—*Location of Transmitter:* Moorhead. *Make:* WE. *Tower:* 1 Blaw-Knox, 182 feet. *Speech Input:* WE. *Microphones:* WE, RCA.

WCAL, Northfield—*Location of Transmitter:* Northfield. *Make:* Composite. *Tower:* 1 Ideco, 338 feet. *Speech Input:* RCA. *Microphones:* RCA.

KROC, Rochester—*Location of Transmitter:* Cascade Township, Minn. *Make:* RCA. *Tower:* 1 Marconi, 170 feet. *Speech Input:* RCA. *Microphones:* RCA.

KFAM, St. Cloud—*Location of Transmitter:* St. Cloud. *Make:* RCA. *Tower:* 1 Truscon, 179 feet. *Speech Input:* RCA. *Microphones:* RCA.

WHLB, Virginia—*Location of Transmitter:* Virginia. *Make:* Composite. *Tower:* One, 165 feet. *Speech Input:* RCA. *Microphones:* RCA, WE.

KWNO, Winona—*Location of Transmitter:* 831 W. Sarnia. *Make:* WE. *Tower:* 1 Blaw-Knox, 199 feet. *Speech Input:* WE. *Microphones:* WE, RCA.

MISSISSIPPI

WJPR, Greenville—*Location of Transmitter:* Greenville. *Make:* Gates American. *Tower:* 1 Wincharger, 200 feet. *Speech Input:* Gates American. *Microphones:* Carrier, WE.

WGRM, Greenwood — *Location of Transmitter:* North Greenwood. *Make:* Composite. *Tower:* One, 205 feet. *Speech Input:* Composite. *Microphones:* WE, Shure.

WGCM, Gulfport—*Location of Transmitter:* Mississippi City, Miss. *Make:* Composite. *Tower:* One, 205 feet. *Speech Input:* Gates. *Microphones:* WE.

WFOR, Hattiesburg—*Location of Transmitter:* Hattiesburg. *Make:* Composite. *Tower:* One, 180 feet. *Speech Input:* Composite. *Microphones:* Amperite.

WJDX, Jackson—*Location of Transmitter:* U. S. Highway No. 51. *Make:* RCA. *Tower:* 1 Truscon, 322 feet. *Speech Input:* RCA. *Microphones:* RCA.

WJPR, Greenville—*Location of Transmitter:* Greenville. *Make:* Gates American. *Tower:* 1 Wincharger, 200 feet. *Speech Input:* Gates American. *Microphones:* Carrier, WE.

WSLI, Jackson—*Location of Transmitter:* High St. *Make:* RCA. *Tower:* 1 Lehigh, 175 feet. *Speech Input:* WE. *Microphones:* RCA.

WAML, Laurel—*Location of Transmitter:* Washington Rd. *Make:* RCA. *Tower:* One, 189 feet *Speech Input:* RCA. *Microphones:* RCA, Gates.

WKSB, McComb—*Location of Transmitter:* Pike County, Miss. *Make:* Composite. *Tower:* 1 Wincharger, 205 ft. *Speech Input:* Composite. *Microphones:* RCA.

WCOC, Meridian—*Location of Transmitter:* U. S. Highway 45, North. *Tower:* 1 Truscon, 288 feet. *Speech Input:* WE. *Microphones:* WE.

WQBC, Vicksburg—*Location of Transmitter:* Halls Ferry Rd. *Make:* RCA. *Tower:* 1 Wincharger, 197 feet. *Speech Input:* Composite. *Microphones:* Amperite.

MISSOURI

KFRU, Columbia—*Location of Transmitter:* 1200 E. Broadway. *Make:* WE. *Towers:* Two, 165 feet. *Speech Input:* WE. *Microphones:* WE, Amperite.

KWOS, Jefferson City—*Location of Transmitter:* Jefferson City. *Make:* Collins. *Tower:* 1 Blaw-Knox, 204 feet. *Speech Input:* Collins. *Microphones:* WE.

WMBH, Joplin—*Location of Transmitter:* 1334 Roosevelt Ave. *Make:* WE. *Tower:* 1 Blaw-Knox, 198 feet. *Speech Input:* Composite. *Microphones:* WE.

KCMO, Kansas City—*Location of Transmitter:* Kansas City. *Make:* Collins. *Towers:* Three, 204 feet. *Speech Input:* Collins. *Microphones:* WE.

KITE, Kansas City—*Location of Transmitter:* 86th & Summit. *Make:* RCA. *Tower:* 1 Blaw-Knox, 144 feet. *Speech Input:* RCA, WE. *Microphones:* RCA, WE.

KMBC, Kansas City—*Location of Transmitter:* 50th & Belinder Rd. *Make:* WE. *Tower:* 1 Blaw-Knox, 266 feet. *Speech Input:* WE. *Microphones:* WE, RCA.

WDAF, Kansas City—*Location of Transmitter:* Mission Rd., Johnson County, Kans. *Make:* WE. *Tower:* 1 Blaw-Knox, 420 feet. *Speech Input:* WE: *Microphones:* WE.

WHB, Kansas City—*Location of Transmitter:* North Kansas City. *Make:* WE. *Towers:* Two, 235 feet. *Speech Input:* WE. *Microphones:* WE.

KWOC, Poplar Bluff—*Location of Transmitter:* Poplar Bluff. *Make:* Composite. *Tower:* 1 Lehigh, 190 feet. *Speech Input:* Composite. *Microphones:* Brush, Astatic.

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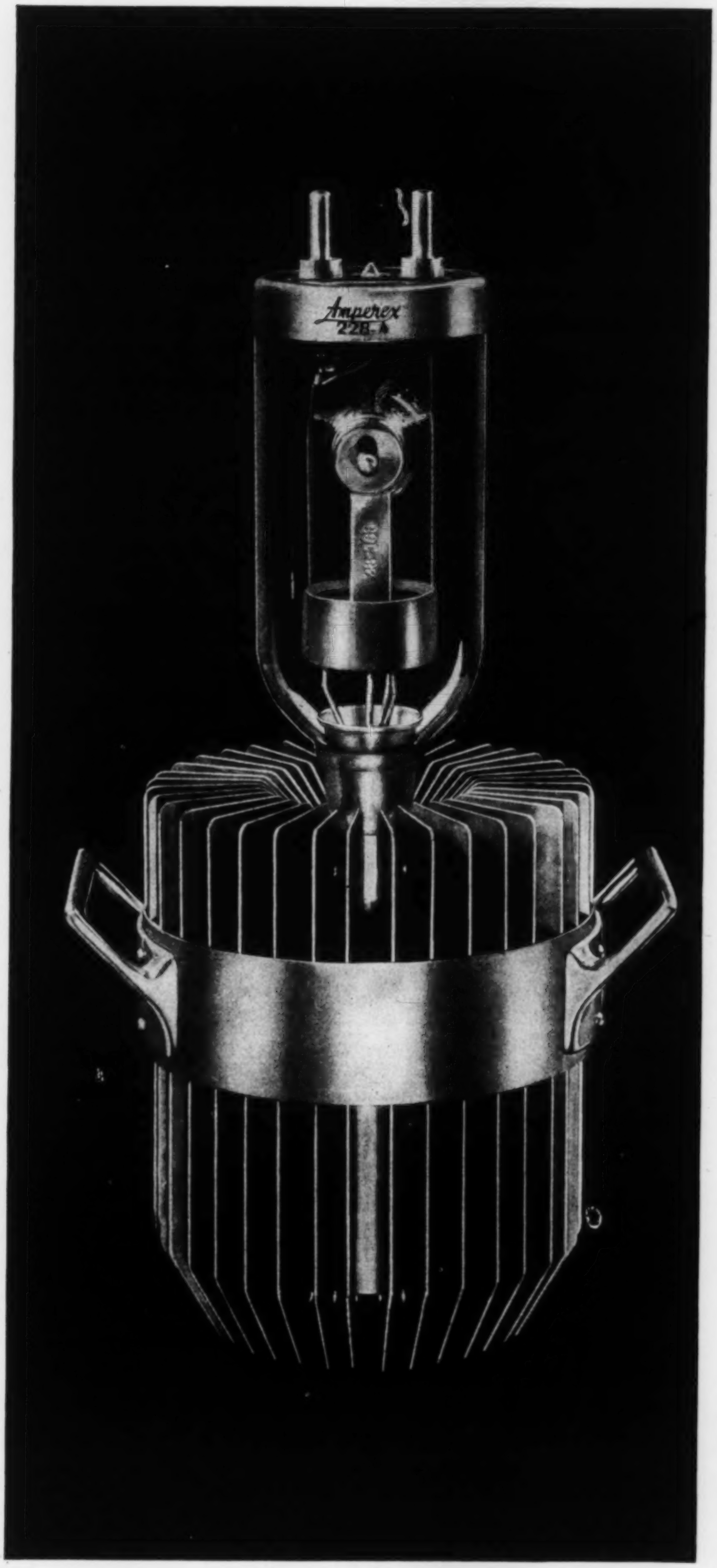

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Equipment in Use in
BROADCAST STATIONS IN UNITED STATES AND CANADA

(*Continued from page 352*)

KFEQ, St. Joseph—*Location of Transmitter:* Southeast of St. Joseph. *Make:* Composite. *Tower:* 1 Truscon, 330 feet. *Speech Input:* RCA. *Microphones:* RCA.

KFUO, St. Louis—*Location of Transmitter:* 801 DeMun. *Make:* WE. *Tower:* 1 U. S. Wind Engine, 200 feet. *Speech Input:* RCA, WE. *Microphones:* Amperite, WE.

KMOX, St. Louis—*Location of Transmitter:* Lemay & Baumgartner Rds., St. Louis County. *Make:* WE. *Towers:* 2 U. S. Wind Engine, 300 feet. *Speech Input:* RCA. *Microphones:* RCA, WE.

KSD, St. Louis—*Location of Transmitter:* 12th & Olive St. *Make:* RCA. *Towers:* 2 U. S. Windmill, 100 feet; 1 Blaw-Knox, 150 feet. *Speech Input:* RCA. *Microphones:* WE, RCA.

KWK, St. Louis—*Location of Transmitter:* 500 E. Logan St. *Make:* WE. *Tower:* 1 Blaw-Knox, 396 feet. *Speech Input:* WE. *Microphones:* RCA, WE.

KXOK, St. Louis—*Location of Transmitter:* Venice, Ill. *Make:* RCA. *Towers:* Two, 180 feet. *Speech Input:* RCA. *Microphones:* RCA.

WEW, St. Louis—*Location of Transmitter:* 3642 Lindell Blvd. *Make:* RCA. *Towers:* Two, 180 feet. *Speech Input:* RCA. *Microphones:* RCA.

WTMV, St. Louis—*Location of Transmitter:* Hotel Broadview, E. St. Louis, Ill. *Make:* RCA. *Tower:* 1 Truscon, 154 feet. *Speech Input:* WE. *Microphones:* WE.

KDRO, Sedalia—*Location of Transmitter:* Sedalia. *Make:* RCA. *Tower:* 1 Truscon, 164 feet. *Speech Input:* RCA.

KGBX, Springfield—*Location of Transmitter:* Bolivar Road, Highway 13. *Make:* Composite. *Towers:* 2 Blaw-Knox, 179 feet. *Speech Input:* Composite. *Microphones:* Brush, Collins, RCA, WE.

KWTO, Springfield—*Location of Transmitter:* Springfield. *Make:* Composite. *Tower:* 1 Blaw-Knox, 436 feet. *Speech Input:* Composite.

MONTANA

KGHL, Billings—*Location of Transmitter:* 6 miles west of Billings. *Make:* RCA. *Tower:* 1 Truscon, 558½ feet. *Speech Input:* RCA. *Microphones:* RCA.

KRBM, Bozeman—*Location of Transmitter:* Bozeman. *Make:* RCA. *Tower:* 1 Truscon, 164 feet. *Speech Input:* RCA. *Microphones:* RCA.

KGIR, Butte—*Location of Transmitter:* Butte. *Make:* Hilliard. *Tower:* One, 224 feet. *Speech Input:* RCA. *Microphones:* RCA.

KFBB, Great Falls—*Location of Transmitter:* Great Falls. *Make:* WE. *Tower:* 1 Blaw-Knox, 420 feet. *Speech Input:* Composite. *Microphones:* Brush, Carrier.

KPFA, Helena—*Location of Transmitter:* Helena. *Make:* RCA. *Tower:* 1 Truscon, 160 feet. *Speech Input:* RCA. *Microphones:* RCA.

KGEZ, Kalispell—*Location of Transmitter:* Kalispell. *Make:* Composite. *Tower:* 1 Carnegie, 250 feet. *Speech Input:* Composite. *Microphones:* Shure, Astatic.

KGVO, Missoula—*Location of Transmitter:* Missoula. *Make:* WE. *Tower:* 1 Truscon, 220 feet. *Speech Input:* WE. *Microphones:* WE.

KGCX, Wolf Point—*Location of Transmitter:* 2 miles east of Wolf Point. *Make:* RCA. *Tower:* 1 Harrell, 175 feet. *Speech Input:* Seattle Radio Supply. *Microphones:* RCA.

NEBRASKA

KORN, Fremont—*Location of Transmitter:* East of Fremont. *Make:* Gates. *Tower:* 1 Wincharger, 179 feet. *Speech Input:* Gates. *Microphones:* Gates

KMMJ, Grand Island—*Location of Transmitter:* Phillips, Neb. *Make:* Collins. *Tower:* 1 Truscon, 330 feet. *Speech Input:* Collins. *Microphones:* Brush, WE.

KGFW, Kearney—*Location of Transmitter:* Kearney. *Make:* Collins. *Tower:* 1 Wincharger, 189 feet. *Speech Input:* Collins. *Microphones:* RCA.

KFAB, Lincoln—*Location of Transmitter:* 17th & Holdrege. *Make:* Composite. *Towers:* Two, 150 feet. *Speech Input:* RCA. *Microphones:* RCA, WE.

KFOR, Lincoln—*Location of Transmitter:* 4706 S. 48th St. *Make:* Composite. *Towers:* Two, 75 feet. *Speech Input:* RCA. *Microphones:* RCA, WE.

WJAG, Norfolk—*Location of Transmitter:* Norfolk. *Make:* Composite. *Towers:* Two, 100 feet. *Speech Input:* Composite.

KGNF, North Platte—*Location of Transmitter:* North Platte. *Make:* Composite. *Tower:* 1 Blaw-Knox, 190 feet. *Speech Input:* Composite. *Microphones:* Astatic, RCA.

KOIL, Omaha—*Location of Transmitter:* Council Bluffs, Ia. *Make:* RCA, *Tower:* 1 Truscon, 310 feet. *Speech Input:* RCA. *Microphones:* RCA, WE.

KOWH, Omaha—*Location of Transmitter:* 60th & Girard Sts. *Make:* Composite. *Towers:* 2 Blaw-Knox, 200 feet. *Speech Input:* RCA.

WOW, Omaha—*Location of Transmitter:* 56th & Kansas Ave. *Make:* WE. *Tower:* 1 Blaw-Knox, 485 feet. *Speech Input:* WE. *Microphones:* WE, RCA.

KGKY, Scottsbluff — *Location of Transmitter:* Scottsbluff. *Make:* Composite. *Tower:* One, 167 feet. *Speech Input:* Composite. *Microphones:* RCA, Brush, American, Electrovoice.

NEVADA

KOH, Reno—*Location of Transmitter:* 440 N. Virginia Ave. *Make:* Composite. *Towers:* Two, 200 feet. *Speech Input:* Composite. *Microphones:* RCA.

NEW HAMPSHIRE

WKNE, Keene—*Location of Transmitter:* Keene. *Make:* Composite. *Tower:* One, 204 feet. *Speech Input:* Composite. *Microphones:* Brush.

WLNH, Laconia—*Location of Transmitter:* Sanbornton, N. H. *Make:* Gates American. *Tower:* 1 Truscon, 192 feet. *Speech Input:* Gates American. *Microphones:* Gates American.

WFEA, Manchester—*Location of Transmitter:* Merrimack, N. H. *Make:* WE. *Towers:* 1 Blaw-Knox, 350 feet; 1 Lingo, 200 feet. *Speech Input:* WE. *Microphones:* WE, RCA.

WHEB, Portsmouth—*Location of Transmitter:* Portsmouth. *Make:* Composite. *Tower:* 1 Truscon, 280 feet. *Speech Input:* Composite. *Microphones:* WE, RCA, Brush.

NEW JERSEY

WCAP, Asbury Park—*Location of Transmitter:* Whitesville, N. J. *Make:* WE. *Tower:* One, 174 feet. *Speech Input:* WE. *Microphones:* WE.

WBAB, Atlantic City—*Location of Transmitter:* Abescon Blvd. & Beach Thorofare. *Make:* Collins. *Tower:* 1 Lehigh, 205 feet. *Speech Input:* Collins.

WSNJ, Bridgeton—*Location of Transmitter:* Bridgeton. *Make:* RCA. *Tower:* 1 Lehigh, 180 feet. *Speech Input:* RCA. *Microphones:* RCA.

WCAM, Camden—*Location of Transmitter:* Civic Center. *Make:* WE. *Towers:* 2 Blaw-Knox, 125 feet. *Speech Input:* WE. *Microphones:* WE, RCA, Amperite.

WAAT, Jersey City—*Location of Transmitter:* 26 Journal Square. *Make:* Composite. *Speech Input:* Composite. *Microphones:* WE.

WHOM, Jersey City—*Location of Transmitter:* 2870 Hudson Blvd. *Make:* RCA. *Tower:* 1 Lehigh, 387 feet. *Speech Input:* WE. *Microphones:* WE.

WBRB, Red Bank—*Location of Transmitter:* 63 Broad St. *Make:* Composite. *Tower:* One, 100 feet. *Speech Input:* Composite. *Microphones:* WE.

WTNJ, Trenton—*Location of Transmitter:* Morrisville, Pa. *Make:* WE. *Tower:* 1 Lehigh, 220 feet. *Speech Input:* WE. *Microphones:* WE.

WAWZ, Zaraphath—*Location of Transmitter:* Zaraphath. *Make:* Composite. *Towers:* 2 Blaw-Knox, 300 feet & 188 feet. *Speech Input:* Composite. *Microphones:* WE.

NEW MEXICO

KGGM, Albuquerque—*Location of Transmitter:* Albuquerque. *Make:* Collins. *Tower:* 1 Blaw-Knox, 239 feet. *Speech Input:* WE. *Microphones:* WE, RCA.

KOB, Albuquerque—*Location of Transmitter:* Alameda, N. M. *Make:* RCA. *Towers:* 1 Truscon, 450 ft. *Speech Input:* Remler, RCA. *Microphones:* RCA.

KLAH, Carlsbad—*Location of Transmitter:* Carlsbad. *Make:* RCA. *Tower:* One, 184 feet. *Speech Input:* RCA. *Microphones:* RCA.

KICA, Clovis—*Location of Transmitter:* 10th at Hillcrest Park. *Make:* Composite. *Tower:* 1 Truscon, 179 feet. *Speech Input:* Gates. *Microphones:* RCA, Turner.

KAWM, Gallup—*Location of Transmitter:* 1100 E. Aztec Ave. *Make:* Composite. *Tower:* 1 Wincharger, 147 feet. *Speech Input:* Composite. *Microphones:* Shure, Electrovoice.

KWEW, Hobbs—*Location of Transmitter:* P. O. Box QQ. *Make:* RCA. *Tower:* One, 167 feet. *Speech Input:* Composite. *Microphones:* WE.

KGFL, Roswell—*Location of Transmitter:* 511 W. 16th St. *Make:* Composite. *Tower:* One, 178 feet. *Speech Input:* Composite.

KVSF, Santa Fe—*Location of Transmitter:* 759 Cerrillos Road. *Make:* Composite. *Towers:* Two, 65 feet. *Speech Input:* RCA. *Microphones:* RCA.

NEW YORK

WABY, Albany—*Location of Transmitter:* Colonie, Albany County, N. Y. *Make:* Collins. *Tower:* 1 Blaw-Knox, 189 feet. *Speech Input:* Collins. *Microphones:* RCA.

WOKO, Albany—*Location of Transmitter:* Central Ave. *Make:* Collins. *Tower:* 1 Truscon, 180 feet. *Speech Input:* Collins. *Microphones:* RCA.

WMBO, Auburn—*Location of Transmitter:* York & State Sts. *Make:* RCA. *Tower:* 1 Blaw-Knox, 208 feet. *Speech Input:* RCA. *Microphones:* RCA.

WNBF, Binghamton—*Location of Transmitter:* Arlington Hotel. *Make:* Composite. *Tower:* 1 Truscon, 227 feet. *Speech Input:* RCA. *Microphones:* WE, RCA.

WARD, Brooklyn—*Location of Transmitter:* Brooklyn. *Make:* Composite. *Tower:* 1 Truscon, 196 feet. *Speech Input:* Composite. *Microphones:* WE.

WBBC, Brooklyn—*Location of Transmitter:* Ave. X & E. 70th St. *Make:* Composite. *Towers:* Two, 100 feet. *Speech Input:* WE. *Microphones:* WE, RCA, Gates.

WCNW, Brooklyn—*Location of Transmitter:* 180 Morgan Ave. *Make:* Faske. *Tower:* 1 Lehigh, 180 feet. *Speech Input:* WE. *Microphones:* WE, RCA.

WLTH, Brooklyn—*Location of Transmitter:* Prvst, Green & Huron Sts. *Make:* Composite. *Tower:* One, 195 feet. *Speech Input:* Composite. *Microphones:* WE.

WVFW, Brooklyn—*Location of Transmitter:* 609 E. 57th St. *Make:* RCA. *Tower:* One, 110 feet. *Speech Input:* RCA. *Microphones:* RCA.

WBEN, Buffalo—*Location of Transmitter:* Martinsville, N. Y. *Make:* RCA. *Tower:* 1 Blaw-Knox, 412 feet. *Speech Input:* RCA. *Microphones:* RCA.

WBNY, Buffalo—*Location of Transmitter:* 154 E. Eagle St. *Make:* RCA. *Tower:* 1 Blaw-Knox, 179 ft. Speech Input: RCA. *Microphones:* RCA.

WEBR, Buffalo—*Location of Transmitter:* Larken Warehouse Terminal Bldg. *Make:* RCA. *Tower:* 1 Blaw-Knox, 300 feet. *Speech Input:* RCA. *Microphones:* RCA.

WCAD, Canton—*Location of Transmitter:* Canton. *Make:* GE. *Towers:* Two, 112 feet. *Speech Input:* GE. *Microphones:* RCA.

WENY, Elmira—*Location of Transmitter:* Lower Schuyler Ave. *Make:* RCA. *Tower:* 1 Blaw-Knox, 425 feet. *Speech Input:* RCA. *Microphones:* RCA.

WESG, Elmira—*Location of Transmitter:* Forrest Home, N. Y. *Make:* GE. *Towers:* Two, 150 feet. *Speech Input:* Composite. *Microphones:* RCA.

WGBB, Freeport—*Location of Transmitter:* 215 Bedell St. *Make:* Composite. *Towers:* Two, 100 feet. *Speech Input:* RCA. *Microphones:* RCA.

WJTN, Jamestown—*Location of Transmitter:* Foot of Chatauqua Lake. *Make:* WE. *Tower:* One, 196 feet. *Speech Input:* WE. *Microphones:* RCA.

WKNY, Kingston—*Location of Transmitter:* Plainfield St., Ulster Township, N. Y. *Make:* RCA. *Tower:* 1 Lehigh, 170 feet. *Speech Input:* RCA. *Microphones:* RCA.

WGNY, Newburgh — *Location of Transmitter:* Cochecton Turnpike. *Make:* Composite. *Tower:* 1 Lehigh, 204 feet. *Speech Input:* RCA. *Microphones:* RCA, WE.

WABC, New York—*Location of Transmitter:* Wayne Township, N. J. *Make:* WE. *Tower:* 1 Blaw-Knox, 550 feet. *Speech Input:* WE, RCA. *Microphones:* WE, RCA.

WEAF, New York—*Location of Transmitter:* Bellmore, L. I., N. Y. *Make:* RCA. *Towers:* Two, 300 feet. *Speech Input:* RCA. *Microphones:* RCA.

WEVD, New York—*Location of Transmitter:* 1335 Grand St., Brooklyn, N. Y. *Make:* Custom Made. *Tower:* One, 221 feet. *Speech Input:* RCA. *Microphones:* RCA.

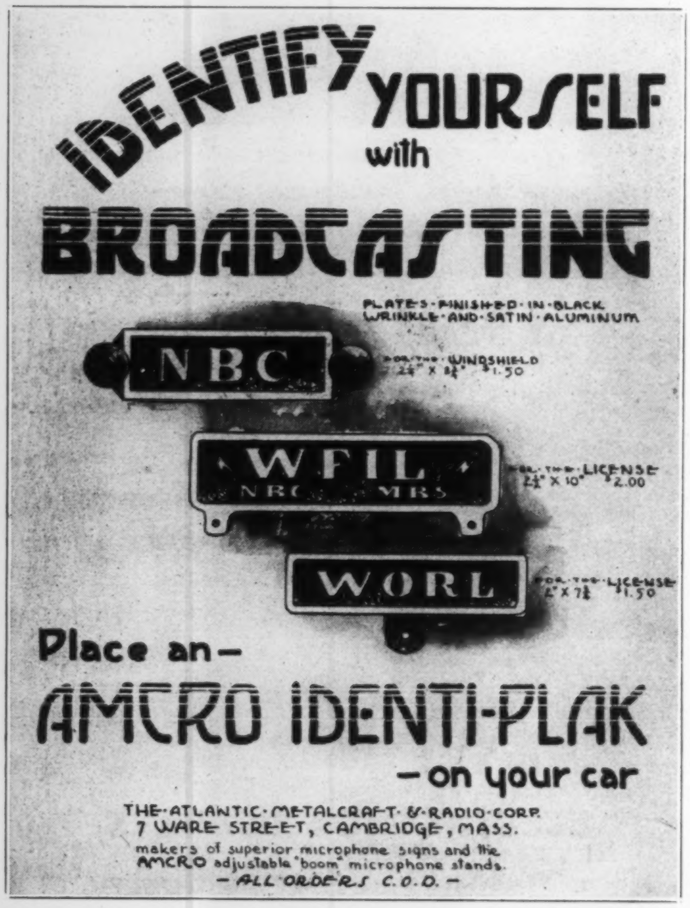
WHN, New York—*Location of Transmitter:* 20th Ave. & 31st St., Astoria, L. I. *Make:* WE. *Tower:* 1 Blaw-Knox, 254 feet. *Speech Input:* WE. *Microphones:* WE.

WINS, New York—*Location of Transmitter:* Carlstadt, N. J. *Make:* WE. *Towers:* 2 Blaw-Knox, 300 feet. *Speech Input:* WE. *Microphones:* WE.

WJZ, New York—*Location of Transmitter:* River Rd., Bound Brook, N. J. *Make:* RCA. *Tower:* One, 640 feet. *Speech Input:* RCA. *Microphones:* RCA.

WMCA, New York—*Location of Transmitter:* Kearney, N. J. *Make:* RCA. *Towers:* Three, 325 feet. *Speech Input:* RCA. *Microphones:* RCA.

WNEW, New York—*Location of Transmitter:* 277½ Paterson Plank Rd., Carlstadt, N. J. *Make:* WE. *Tower:* 1 Blaw-Knox, 424 feet. *Speech Input:* WE, RCA. *Microphones:* WE, RCA.



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KGNC	Amarillo, Tex.
KMBC	Kansas City, Mo.
KMOX	St. Louis, Mo.
KNX	(Columbia Square) Hollywood, Cal.
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KOY	Phoenix, Ariz.
KRE	Berkeley, Calif.
KSTP	St. Paul, Minn.
KWKH	Shreveport, La.
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WBBM	Chicago, Ill.
WBEN	Buffalo, N.Y.
WBNS	Columbus, Ohio
WBTM	Danville, Va.
WCAL	Northfield, Minn.
WCKY	Cincinnati, Ohio
WCHS	Charleston, W.Va.
WCOU	Lewiston, Me.
WCSC	Charleston, S. C.
WCSH	Portland, Me.
WDAF	Kansas City, Mo.
WDAN	Danville, Ill.
WDRC	Hartford, Conn.
WEBC	Duluth, Minn.
WFBR	Baltimore, Md.
WFIL	Philadelphia, Pa.
WFMJ	Youngstown, O.
WGES	Chicago, Ill.
WGN	(Tribune Square) Chicago, Ill.
WGY	Schenectady, N.Y.
WHAS	Louisville, Ky.
WHBC	Canton, Ohio
WJLS	Beckley, W.Va.
WKY	Oklahoma City, Okla.
WLAW	Lawrence, Mass.
WLS	Chicago, Ill.
WNAX	Yankton, S. Dak.
WNBC	Hartford, Conn.
WNYC	New York, N.Y.
WOAI	San Antonio, Tex.
WOI	Ames, Ia.
WOR	Newark, N. J.
WOW	Omaha, Nebr.
WOWO	Ft. Wayne, Ind.
WRC	Washington, D. C.
WRNL	Richmond, Va.
WSAL	Salisbury, Md.
WTAM	Cleveland, Ohio
WWNC	Asheville, N. C.
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JOHNS-MANVILLE SOUND-CONTROL MATERIALS AND ACOUSTICAL-ENGINEERING SERVICE

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BROADCAST STATIONS IN UNITED STATES AND CANADA

(*Continued from page 354*)

WNYC, New York—*Location of Transmitter:* 10 Kent St., Brooklyn, N. Y. *Make:* WE. *Towers:* 2 American Bridge, 304 feet. *Speech Input:* RCA, WE. *Microphones:* WE, RCA.

WOR, New York (Newark)—*Location of Transmitter:* Carteret, N. J. *Make:* WE. *Towers:* 2 Milligan, 385 feet. *Speech Input:* WE. *Microphones:* WE.

WOV, New York—*Location of Transmitter:* Kearney, N. J. *Make:* WE. *Towers:* Two, 225 feet. *Speech Input:* Composite. *Microphones:* RCA, WE.

WQXR, New York—*Location of Transmitter:* 3104 Northern Blvd., Long Island, N. Y. *Make:* Composite. *Tower:* 1 Newark Pole & Tube, 148 feet. *Speech Input:* Composite. *Microphones:* RCA, WE, Brush.

WSLB, Ogdensburg—*Location of Transmitter:* Ogdensburg. *Make:* RCA. *Tower:* One, 150 feet. *Speech Input:* RCA. *Microphones:* RCA.

WHDL, Olean—*Location of Transmitter:* Allegany, N. Y. *Make:* WE. *Tower:* 1 Truscon, 308 feet. *Speech Input:* Collins. *Microphones:* WE.

WMFF, Plattsburg—*Location of Transmitter:* Boynton Ave. *Make:* Collins. *Tower:* One, 168 feet. *Speech Input:* Collins. *Microphones:* RCA.

WHAM, Rochester—*Location of Transmitter:* Victor, N. Y. *Make:* WE. *Tower:* 1 Blaw-Knox, 450 feet. *Speech Input:* WE. *Microphones:* WE.

WHEC, Rochester—*Location of Transmitter:* 979 Mt. Read Blvd. *Make:* RCA. *Tower:* 1 Blaw-Knox, 329 feet. *Speech Input:* RCA. *Microphones:* RCA, WE.

WSAY, Rochester—*Location of Transmitter:* 328 Main St., East Rochester. *Make:* Brown Radio Service. *Tower:* One, 185 feet. *Speech Input:* Brown Radio Service.

WNBZ, Saranac Lake—*Location of Transmitter:* 70 Broadway. *Make:* Composite. *Tower:* One, 70 feet. *Speech Input:* Composite. *Microphones:* WE, Turner, Shure.

WGY, Schenectady—*Location of Transmitter:* South Schenectady. *Make:* GE. *Tower:* 1 American Bridge, 625 feet. *Speech Input:* GE. *Microphones:* RCA.

WFBL, Syracuse—*Location of Transmitter:* Near Collamer, N. Y. *Make:* WE. *Tower:* 1 Blaw-Knox, 400 feet. *Speech Input:* WE. *Microphones:* WE.

WSYR, Syracuse—*Location of Transmitter:* Valley Drive. *Make:* RCA. *Towers:* 2 International Stacey, 335 feet. *Speech Input:* RCA. *Microphones:* RCA.

WIBX, Utica—*Location of Transmitter:* Utica. *Make:* WE. *Tower:* 1 Blaw-Knox, 204 feet. *Speech Input:* WE. *Microphones:* WE.

WFAS, White Plains—*Location of Transmitter:* 1 Chester Ave. *Make:* Powell. *Tower:* 1 Lehigh, 190 feet. *Speech Input:* Powell. *Microphones:* RCA, Brush.

NORTH CAROLINA

WISE, Asheville—*Location of Transmitter:* Langren Hotel roof. *Make:* Gates. *Tower:* 1 Wincharger, 170 feet. *Speech Input:* Gates. *Microphones:* Shure.

WWNC, Asheville—*Location of Transmitter:* Flat Iron Bldg. *Make:* RCA. *Towers:* 2 U. S. Wind Engine, 108 feet above roof. *Speech Input:* RCA. *Microphones:* RCA.

WBT, Charlotte—*Location of Transmitter:* Charlotte. *Make:* RCA. *Tower:* 1 Blaw-Knox, 429 feet. *Speech Input:* RCA. *Microphones:* RCA.

WSOC, Charlotte—*Location of Transmitter:* Mecklenburg Hotel. *Make:* Composite. *Towers:* Two. *Speech Input:* RCA, Collins. *Microphones:* RCA.

WDNC, Durham—*Location of Transmitter:* Forest Hills. *Make:* WE. *Tower:* 1 Blaw-Knox, 350 feet. *Speech Input:* WE. *Microphones:* WE, RCA.

WCNC, Elizabeth City—*Location of Transmitter:* Parsonage St. *Make:* WE. *Tower:* 1 Blaw-Knox, 180 feet. *Speech Input:* WE. *Microphones:* WE.

WGNC, Gastonia—*Location of Transmitter:* Gastonia. *Make:* Collins. *Tower:* 1 Wincharger, 150 feet. *Speech Input:* Collins. *Microphones:* RCA.

WGBR, Goldsboro—*Location of Transmitter:* P. O. Box 373. *Make:* RCA. *Tower:* 1 Lehigh, 185 feet. *Speech Input:* RCA. *Microphones:* RCA.

WBIG, Greensboro—*Location of Transmitter:* 3½ miles from Greensboro. *Make:* WE. *Tower:* 1 Blaw-Knox. *Speech Input:* WE. *Microphones:* WE.

WMFR, High Point—*Location of Transmitter:* 156½ S. Main St. *Make:* RCA. *Tower:* 1 Lehigh, [illegible] feet. *Speech Input:* Composite. *Microphones:* RCA.

WFTC, Kinston—*Location of Transmitter:* Box 330. *Make:* Collins. *Tower:* One, 250 feet. *Speech Input:* Collins. *Microphones:* RCA.

WPTF, Raleigh—*Location of Transmitter:* Cary, N. C. *Make:* RCA. *Towers:* 2 Ideco, 380 feet. *Speech Input:* RCA. *Microphones:* RCA.

WRAL, Raleigh—*Location of Transmitter:* East Davie St. Extension. *Make:* WE. *Tower:* 1 Wincharger, 195 feet. *Speech Input:* WE. *Microphones:* WE.

WEED, Rocky Mount—*Location of Transmitter:* Rocky Mount. *Make:* Link. *Tower:* 1 Hoke, 198 feet. *Speech Input:* WE. *Microphones:* WE, Brush.

WSTP, Salisbury—*Location of Transmitter:* Statesville Highway at Grant Creek. *Make:* WE. *Tower:* 1 Blaw-Knox, [illegible] feet. *Speech Input:* WE. *Microphones:* WE.

WMFD, Wilmington—*Location of Transmitter:* 320 N. Front St. *Make:* Doolittle & Falknor. *Tower:* One, 120 feet. *Speech Input:* Composite. *Microphones:* Amperite.

WGTM, Wilson—*Location of Transmitter:* South of Wilson, U. S. Highway 301. *Make:* Composite. *Tower:* One, 1[illegible]8 feet. *Speech Input:* Gates. *Microphones:* RCA.

WAIR, Winston-Salem—*Location of Transmitter:* Reynolda. *Make:* WE. *Tower:* 1 Lehigh, 180 feet. *Speech Input:* WE. *Microphones:* WE, RCA.

WSJS, Winston-Salem—*Location of Transmitter:* Winston-Salem. *Make:* RCA. *Tower:* 1 Lehigh, 3[illegible]5 feet. *Speech Input:* RCA. *Microphones:* RCA, WE.

NORTH DAKOTA

KFYR, Bismarck—*Location of Transmitter:* Menoken, N. D. *Make:* RCA. *Tower:* 1 Truscon, 704 feet. *Speech Input:* RCA. *Microphones:* RCA.

KDLR, Devils Lake—*Location of Transmitter:* Devils Lake. *Make:* WE. *Tower:* One, 199 feet. *Speech Input:* WE, Collins. *Microphones:* RCA, WE.

WDAY, Fargo—*Location of Transmitter:* West Fargo. *Make:* Composite: *Towers:* 2 Blaw-Knox, 128 feet. *Speech Input:* Composite. *Microphones:* RCA, WE.

KFJM, Grand Forks—*Location of Transmitter:* University Station. *Make:* Collins. *Tower:* One, 166 feet. *Speech Input:* Composite. *Microphones:* WE.

KRMC, Jamestown—*Location of Transmitter:* Highway No. 10. *Make:* WE. *Tower:* 1 Blaw-Knox, 179 feet. *Speech Input:* WE. *Microphones:* WE.

KGCU, Mandan—*Location of Transmitter:* Between Mandan & Bismarck, N. D. *Make:* Collins. *Tower:* 1 Lehigh, 204 feet. *Speech Input:* Collins. *Microphones:* Brush.

KLPM, Minot—*Location of Transmitter:* Minot. *Make:* Collins. *Tower:* 1 Lehigh, 180 feet. *Speech Input:* Composite. *Microphones:* RCA.

KOVC, Valley City—*Location of Transmitter:* Rudolf Hotel. *Make:* Collins. *Tower:* 1 Harrell, 165 feet. *Speech Input:* Collins. *Microphones:* Brush.

OHIO

WADC, Akron—*Location of Transmitter:* Tallmadge, O. *Make:* WE. *Tower:* 1 Truscon, 356 feet. *Speech Input:* WE. *Microphones:* WE, RCA.

WICA, Ashtabula—*Location of Transmitter:* 221 Center St. *Make:* WE. *Tower:* 1 Truscon, 217 feet. *Speech Input:* RCA. *Microphones:* RCA, WE.

WHBC, Canton—*Location of Transmitter:* 3 miles west of Canton. *Make:* RCA. *Tower:* 1 Truscon, 502 feet. *Speech Input:* RCA. *Microphones:* RCA.

WCKY, Cincinnati—*Location of Transmitter:* Ludlow, Ky. *Make:* RCA. *Towers:* 1 Blaw-Knox, 350 feet; 2 Truscon, 345 feet. *Speech Input:* RCA. *Microphones:* RCA, WE.

WCPO, Cincinnati—*Location of Transmitter:* 659 E. 6th St. *Make:* RCA. *Tower:* 1 Ideco, 199 feet. *Speech Input:* RCA. *Microphones:* RCA.

WKRC, Cincinnati—*Location of Transmitter:* Hotel Alms. *Make:* WE. *Towers:* 2 Blaw-Knox, 154 feet. *Speech Input:* WE. *Microphones:* WE, RCA.

WLW, Cincinnati—*Location of Transmitter:* Maud Rd., Mason, O. *Make:* WE. *Tower:* 1 Blaw-Knox, 831 feet. *Speech Input:* Crosley. *Microphones:* Crosley.

WSAI, Cincinnati—*Location of Transmitter:* Warner & Chickasaw Sts. *Make:* WE. *Tower:* One, 225 feet. *Speech Input:* Crosley. *Microphones:* Crosley.

WCLE, Cleveland—*Location of Transmitter:* Brooklyn Sta., Route No. 3. *Make:* WE. *Tower:* One, 300 feet. *Speech Input:* Composite. *Microphones:* WE.

WGAR, Cleveland—*Location of Transmitter:* 1000 Harvard, Cuyahoga Heights, O. *Make:* RCA. *Towers:* 2 Truscon, 485 & 150 feet. *Speech Input:* RCA, WE. *Microphones:* RCA.

WHK, Cleveland—*Location of Transmitter:* Brooklyn Sta., Route No. 3. *Make:* WE. *Tower:* One, 300 feet. *Speech Input:* Composite. *Microphones:* WE, RCA.

WTAM, Cleveland—*Location of Transmitter:* Brecksville, Ohio. *Make:* RCA. *Tower:* 1 Truscon, 470 feet. *Speech Input:* RCA. *Microphones:* RCA.

WBNS, Columbus—*Location of Transmitter:* 1035 Barnett Rd. *Make:* RCA, WE. *Towers:* 2 Blaw-Knox, 379 & 189 feet. *Speech Input:* RCA, WE, Collins. *Microphones:* WE, RCA.

WCOL, Columbus—*Location of Transmitter:* 33 N. High St. *Make:* Collins. *Tower:* 1 Blaw-Knox, 187 feet. *Speech Input:* WE. *Microphones:* WE, RCA.

WHKC, Columbus—*Location of Transmitter:* Sharon Rd. *Make:* WE. *Towers:* Two, 147 feet. *Speech Input:* WE. *Microphones:* WE.

WOSU, Columbus—*Location of Transmitter:* Columbus. *Make:* WE. *Tower:* 1 Lehigh, 330 feet. *Speech Input:* RCA. *Microphones:* RCA.

WHIO, Dayton—*Location of Transmitter:* Virginia Drive. *Make:* RCA. *Towers:* 2 Ideco, 286 feet. *Speech Input:* RCA. *Microphones:* RCA.

WING, Dayton—*Location of Transmitter:* Xenia Pike. *Make:* Collins. *Tower:* 1 Ideco. *Speech Input:* RCA. *Microphones:* RCA.

WLOK, Lima—*Location of Transmitter:* 1424 Rice Ave. *Make:* Doolittle & Falknor. *Tower:* 1 Ideco, 157 feet. *Speech Input:* RCA. *Microphones:* RCA.

WMAN, Mansfield—*Location of Transmitter:* Lonview Ave. *Make:* RCA. *Tower:* One, 188 feet. *Speech Input:* RCA. *Microphones:* RCA.

WPAY, Portsmouth—*Location of Transmitter:* 821 Chillicothe St. *Make:* Composite. *Towers:* Two, 65 feet. *Speech Input:* Composite. *Microphones:* Shure.

WSPD, Toledo—*Location of Transmitter:* Perrysburg, O. *Make:* WE. *Tower:* 1 Blaw-Knox, 214 feet. *Speech Input:* WE. *Microphones:* WE, RCA.

WTOL, Toledo—*Location of Transmitter:* Madison & Erie Sts. *Make:* WE. *Tower:* 1 Blaw-Knox, 204 feet. *Speech Input:* WE. *Microphones:* WE.

WFMJ, Youngstown—*Location of Transmitter:* 101 W. Boardman St. *Make:* RCA. *Tower:* 1 Truscon, 210 feet. *Speech Input:* RCA. *Microphones:* RCA.

WKBN, Youngstown—*Location of Transmitter:* 3430 Sunset Blvd. *Make:* Composite. *Tower:* 1 Truscon, 369 feet. *Speech Input:* RCA. *Microphones:* RCA, WE.

WHIZ, Zanesville—*Location of Transmitter:* Zanesville. *Make:* RCA. *Tower:* 1 Blaw-Knox, 205 feet. *Speech Input:* RCA. *Microphones:* RCA.

OKLAHOMA

KADA, Ada—*Location of Transmitter.* N. Broadway. *Make:* Collins. *Tower:* 1 Lehigh, 180 feet. *Speech Input:* Collins. *Microphones:* RCA, Gates, Amperite.

KVSO, Ardmore—*Location of Transmitter:* Chickasaw & N. W. Blvd. *Make:* RCA. *Tower:* 1 Lehigh, 185 feet. *Speech Input:* RCA. *Microphones:* RCA.

KASA, Elk City—*Location of Transmitter:* Elk City. *Make:* WE. *Tower:* One, 115 feet. *Speech Input:* Composite. *Microphones:* Amperite, Turner.

KCRC, Enid—*Location of Transmitter:* Enid. *Make:* Composite. *Tower:* 1 Blaw-Knox, 183 feet. *Speech Input:* WE. *Microphones:* WE, RCA.

KBIX, Muskogee—*Location of Transmitter:* Barnes Bldg. *Make:* WE. *Tower:* 1 Blaw-Knox, 179 ft. *Speech Input:* WE. *Microphones:* WE.

WNAD, Norman—*Location of Transmitter:* Norman. *Make:* Composite. *Tower:* One, 100 feet. *Speech Input:* WE. *Microphones:* RCA, WE.

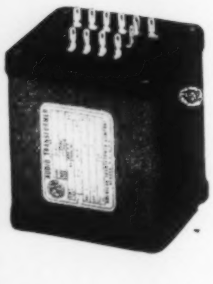
KOCY, Oklahoma City—*Location of Transmitter:* Plaza Court. *Make:* Collins. *Tower:* 1 Truscon, 179 feet. *Speech Input:* Collins. *Microphones:* RCA.

KOMA, Oklahoma City—*Location of Transmitter:* Oklahoma City. *Make:* WE. *Tower:* 1 Ideco, [illegible] feet. *Speech Input:* WE. *Microphones:* WE.

KTOK, Oklahoma City—*Location of Transmitter:* 1800 W. Main St. *Make:* RCA. *Tower:* 1 Lehigh, 204 feet. *Speech Input:* RCA. *Microphones:* WE.

WKY, Oklahoma City—*Location of Transmitter:* West of Oklahoma City. *Make:* RCA. *Tower:* One, 285 feet. *Speech Input:* RCA. *Microphones:* RCA.

KHBG, Okmulgee—*Location of Transmitter:* 20th & Seminole Sts. *Make:* RCA. *Tower:* 1 Blaw-Knox, 204 feet. *Speech Input:* Composite. *Microphones:* RCA, WE.



Refinements

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Foremost in the minds of our audio engineers are the requirements of broadcasting stations. For more than 35 years AmerTran has specialized in supplying all types of transformer equipment to the communication industry, and, since the advent of broadcasting, we have been the acknowledged leader in manufacturing audio transformers of the highest quality.

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172 Emmet Street, Newark, N. J.

Transformers AMER TRAN ***of Excellence***
SINCE 1901

WBBZ, Ponca City—*Location of Transmitter:* 615 W. Grand Ave. *Make:* Composite. *Tower:* 1 Blaw-Knox, 167 feet. *Microphones:* Amperite.
KGFF, Shawnee—*Location of Transmitter:* Shawnee Country Club. *Make:* Collins. *Tower:* 1 Lehigh, 286 feet. *Speech Input:* Collins. *Microphones:* RCA.
KOME, Tulsa—*Location of Transmitter:* 3904 Newport. *Make:* WE. *Tower:* 1 Blaw-Knox, 214 feet. *Speech Input:* WE. *Microphones:* WE.
KTUL, Tulsa—*Location of Transmitter:* Route No. 8. *Make:* WE. *Towers:* 2 Truscon, 220 feet. *Speech Input:* WE. *Microphones:* WE.
KVOO, Tulsa—*Location of Transmitter:* 10 miles east of Tulsa. *Make:* WE. *Tower:* 1 Blaw-Knox, 225 feet. *Speech Input:* WE. *Microphones:* WE.

OREGON

KAST, Astoria—*Location of Transmitter:* 1006 Taylor Ave. *Make:* Composite. *Tower:* 1 Lehigh, 193 feet. *Speech Input:* Composite. *Microphones:* RCA, American, Shure, Brush.
KBKR, Baker—*Location of Transmitter:* East H St. *Make:* Composite. *Tower:* One, 164 feet. *Speech Input:* Composite. *Microphones:* Turner.
KBND, Bend—*Location of Transmitter:* Bend. *Make:* RCA. *Tower:* 1 Lehigh, 175 feet. *Speech Input* RCA. *Microphones:* RCA.
KOAC, Corvallis—*Location of Transmitter:* Corvallis. *Make:* WE. *Towers:* Two, 95 feet. *Speech Input:* WE. *Microphones:* WE, RCA.
KORE, Eugene—*Location of Transmitter:* S. Williamette St. *Make:* Composite. *Tower:* 1 Blaw-Knox, 183 feet. *Speech Input:* Composite. *Microphones:* RCA, WE.
KUIN, Grants Pass—*Location of Transmitter:* Grants Pass. *Make:* WE. *Tower:* 1 Bethlehem, 165 feet. *Speech Input:* Composite. *Microphones:* WE.
KFJI, Klamath Falls.—*Location of Transmitter:* 213 Main St. *Make:* Composite. *Tower:* One, 130 feet. *Speech Input:* Composite. *Microphones:* WE.
KLBM, La Grande—*Location of Transmitter:* La Grande. *Make:* Composite. *Tower:* 1 Jones-Laughlin, 173 feet. *Speech Input:* WE. *Microphones:* WE, Shure.
KOOS, Marshfield—*Location of Transmitter:* Marshfield. *Make:* Composite. *Tower:* 1 Hoke, 165 feet. *Speech Input:* RCA. *Microphones:* WE.
KMED, Medford—*Location of Transmitter:* Ross Lane. *Make:* Composite. *Tower:* 1 Blaw-Knox, 287 feet. *Speech Input:* Composite. *Microphones:* RCA, WE.
KALE, Portland—*Location of Transmitter:* Weatherly Bldg. *Make:* Composite. *Speech Input:* Composite. *Microphones:* WE.
KBPS, Portland—*Location of Transmitter:* N. E. 12th Ave. & Hoyt St. *Make:* Composite. *Towers:* Two, 122 feet. *Speech Input:* WE. *Microphones:* WE.
KEX, Portland—*Location of Transmitter:* North Portland, Ore. *Make:* Composite. *Tower:* 1 Portland Spar, 300 feet. *Speech Input:* RCA. *Microphones:* RCA.
KGW, Portland—*Location of Transmitter:* North Portland, Ore. *Make:* RCA. *Tower:* 1 Truscon, 625 feet. *Speech Input:* RCA. *Microphones:* RCA.
KOIN, Portland—*Location of Transmitter:* Sylvan, Ore. *Make:* Composite. *Tower:* 1 Ideco, 555 feet. *Speech Input:* Composite. *Microphones:* WE.
KWJJ, Portland—*Location of Transmitter:* Oaks Park. *Make:* Composite. *Tower:* One, 229 feet. *Speech Input:* Composite. *Microphones:* Amperite, RCA, Brush.
KXL, Portland—*Location of Transmitter:* Multnomah Hotel. *Make:* Composite. *Tower:* One, 70 feet. *Speech Input:* RCA. *Microphones:* RCA, WE.
KRNR, Roseburg—*Location of Transmitter:* Umpqua Hotel. *Make:* Composite. *Tower:* One, 135 feet. *Speech Input:* Composite. *Microphones:* RCA, WE.
KSLM, Salem—*Location of Transmitter:* 633 N. Front St. *Make:* WE. *Tower:* One, 218 feet. *Speech Input:* Composite.

PENNSYLVANIA

WFBG, Altoona—*Location of Transmitter:* Altoona. *Make:* WE. *Tower:* 1 Lingo, 150 feet. *Speech Input:* WE. *Microphones:* WE.
WEST, Easton—*Location of Transmitter:* Williams Township, Pa. *Make:* Composite. *Tower:* 1 Blaw-Knox, 170 feet. *Speech Input:* Composite. *Microphones:* RCA, WE.
WLEU, Erie—*Location of Transmitter:* Commerce Bldg. *Make:* RCA. *Tower:* 1 Blaw-Knox, 175 feet. *Speech Input:* RCA. *Microphones:* RCA.
WIBG, Glenside—*Location of Transmitter:* Cheltenham Ave., east of Easton Rd., Montgomery County, Pa. *Make:* WE. *Tower:* 1 Lehigh, 255 feet. *Speech Input:* WE. *Microphones:* Amperite.
WJHB, Greensburg—*Location of Transmitter:* Atop Penn Albert Hotel. *Make:* Composite. *Towers:* 2 Blaw-Knox. *Microphones:* WE.
WSAJ, Grove City—*Location of Transmitter:* Grove City. *Make:* Composite. *Towers:* Two, 100 feet. *Speech Input:* Composite. *Microphones:* Astatic.
WHP, Harrisburg—*Location of Transmitter:* Swatara Township, Paxtang, Pa. *Make:* Collins. *Towers:* 2 Lehigh, 325 feet. *Speech Input:* Collins. *Microphones:* RCA.
WKBO, Harrisburg—*Location of Transmitter:* Penn Harris Hotel. *Make:* Composite. *Towers:* 2 Blaw-Knox, 165 feet. *Speech Input:* Composite. *Microphones:* RCA, WE.
WAZL, Hazleton—*Location of Transmitter:* Hazleton. *Make:* WE. *Tower:* 1 Lehigh., 165 feet. *Speech Input:* Composite. *Microphones:* RCA, WE.
WJAC, Johnstown—*Location of Transmitter:*. 429 Locust St. *Make:* Composite. *Tower:* 1 Blaw-Knox, 179 feet. *Speech Input:* RCA. *Microphones:* RCA.
WGAL, Lancaster—*Location of Transmitter:* 8 W. King St. *Make:* Composite. *Tower:* 1 Blaw-Knox, 170 feet. *Speech Input:* Composite. *Microphones:* RCA, WE.
WKST, New Castle—*Location of Transmitter:* Near New Castle. *Make:* RCA. *Tower:* 1 Lehigh, 218 feet. *Speech Input:* WE. *Microphones:* WE, RCA.
KYW, Philadelphia. *Location of Transmitter:* R.F.D. No. 4, Norristown, Pa. *Make:* Westinghouse. *Towers:* 4 Lingo, 245 feet. *Speech Input:* RCA. *Microphones:* RCA.
WCAU, Philadelphia—*Location of Transmitter:* Newton Square, Pa. *Make:* RCA. *Tower:* 1 Blaw-Knox, 407 feet. *Speech Input:* RCA. *Microphones:* RCA, WE.
WDAS, Philadelphia—*Location of Transmitter:* Woodside Park. *Make:* RCA. *Towers:* 1 Blaw-Knox, 157 feet; 1 Lingo, 125 feet. *Speech Input:* RCA. *Microphones:* RCA.
WFIL, Philadelphia—*Location of Transmitter:* 63rd & Passayunk Ave. *Make:* RCA. *Tower:* 1 Blaw-Knox, 325 feet. *Microphones:* RCA.
WHAT, Philadelphia—*Location of Transmitter:* Hotel Philadelphian. *Make:* WE. *Towers:* Two, 235 feet. *Speech Input:* WE. *Microphones:* WE.

*Experimental Facsimile Broadcast Stations

(Authorized by FCC as of January 15, 1940)

AUTHORIZED TO USE REGULAR BROADCAST BAND

(Midnight to 6 a. m.)

Call Letters	Licensee and Location	Frequencies in Kilocycles	Power in Watts
WGN	WGN, Inc. Chicago, Ill.	720	50,000
WHK	United Broadcasting Co. Cleveland, O.	1390	1,000
WLW	The Crosley Corp. Cincinnati, O.	700	50,000
WHO	Central Broadcasting Co. Des Moines, Ia.	1000	50,000
WOR	Bamberger Broadcasting Service Newark, N. J.	710	50,000
KFBK	McClatchy Broadcasting Co. Sacramento, Cal.	1490	10,000
KMJ	McClatchey Broadcasting Co. Fresno, Cal.	580	1,000
WSM	National Life & Accident Insurance Co. Nashville, Tenn.	650	50,000
WOKO	WOKO, Inc. Albany, N. Y.	1430	500

SHORT WAVES

Call Letters	Licensee and Location	Frequencies in Kilocycles	Power in Watts
W2XBF	William G. H. Finch New York City	43740	1,000
W2XR	Radio Pictures Inc. Long Island City, N. Y. (WQXR)	43580	500
W2XUP	Bamberger Broadcasting Service New York City (WOR)	25250	100
†W2XWE	WOKO, Inc. Albany, N. Y. (WOKO)	25050	500
W4XIH	National Life & Accident Insurance Co. Nashville, Tenn. (WSM)	25250	1,000
W5XGR	A. H. Belo Corp. Dallas, Tex. (WFAA)	25250	100
W8XA	WBEN, Inc. Buffalo, N. Y. (WBEN)	43700	100
W8XE	United Broadcasting Co. Cleveland, O. (WHK)	43620	100
W8XTY	Evening News Association Detroit, Mich. (WWJ)	25250	150
W8XUF	Sparks-Withington Co. Jackson, Mich.	43900	100
W8XUJ	The Crosley Corp. Cincinnati, O. (WLW)	25025	1,000
W8XUM	WBNS, Inc. Columbus, O. (WBNS)	25200	100
†W8XVC	The Times-Star Co. Cincinnati, O. (WKRC)	25175	100
W9XSP	Star-Times Publishing Co. St. Louis, Mo. (KXOK)	25250	100
†W9XWT	The Times Co. N. E. Eastwood, Ky. (WHAS)	25250	500
W9XZY	Pulitzer Publishing Co. St. Louis, Mo. (KSD)	25100	100

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† Construction Permit.

* Companies manufacturing facsimile equipment: Finch Telecommunications Inc., 1819 Broadway, New York City (W. G. H. Finch); Radio Pictures Inc., 730 Fifth Ave., New York City (John V. L. Hogan); International Business Machines Co., Radiotype Division, 95 Madison Ave., New York City (Walter Lemmon); RCA Manufacturing Co., Camden, N. J. (Harold F. Vance).

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THE NEXT MONEY-MAKER FOR BROADCASTERS © 1939

Finch equipment sends by radio or wire circuit an exact facsimile of any message that can be put on paper—printed, typed, photographed, drawn or written — in full size and at unequalled speed, up to 22 square inches per minute. It is completely self-synchronizing and can be operated from any source of local power.

This equipment is now made in a wide variety of types for dependable service ashore, afloat and aloft. It is in daily use for general broadcasting, government, marine, police and aviation services. Write today for descriptive bulletins that tell the whole story.

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FINCH TELECOMMUNICATIONS, Inc., Passaic, N. J.

NEW YORK SALES OFFICE, 1819 Broadway AIRCRAFT LABORATORY, Bendix, N. J.

Equipment in Use in
BROADCAST STATIONS IN THE UNITED STATES AND CANADA

(Continued from page 356)

WIP, Philadelphia—*Location of Transmitter:* 21st and Hamilton Sts. *Make:* RCA. *Tower:* 1 Blaw-Knox, 254 feet. *Speech Input:* RCA, WE. *Microphones:* RCA, WE.

WPEN, Philadelphia—*Location of Transmitter:* 72nd & Vine Sts. *Make:* RCA. *Towers:* 3 Blaw-Knox, 240 feet. *Speech Input:* Composite. *Microphones:* WE.

WTEL, Philadelphia—*Location of Transmitter:* Rowlandville, Philadelphia. *Make:* Composite: *Tower:* 1 Lehigh, 181 feet. *Speech Input:* Composite. *Microphones:* WE.

KDKA, Pittsburgh—*Location of Transmitter:* Allison Park, Hampton Twp., Pa. *Make:* Westinghouse. *Tower:* 1 Truscon, 718 ft. *Speech Input:* Westinghouse. *Microphones:* Westinghouse, RCA.

KQV, Pittsburgh—*Location of Transmitter:* Pittsburgh. *Make:* WE. *Tower:* 1 Blaw-Knox, 175 feet. *Speech Input:* WE. *Microphones:* WE.

WCAE, Pittsburgh—*Location of Transmitter:* Agnew Road. *Make:* RCA. *Tower:* 1 Bethlehem, 336 feet. *Speech Input:* WE, RCA. *Microphones:* WE, RCA.

WJAS, Pittsburgh—*Location of Transmitter:* 1475 Crane Rd. *Make:* WE. *Tower:* 1 Blaw-Knox, 179 feet. *Speech Input:* WE. *Microphones:* WE.

WWSW, Pittsburgh—*Location of Transmitter:* Rising Main St. *Make:* RCA. *Tower:* 1 Lingo, 350 feet. *Speech Input:* RCA. *Microphones:* WE, RCA.

WEEU, Reading—*Location of Transmitter:* Berkes County, Pa. *Make:* RCA. *Towers:* Two, 200 feet. *Speech Input:* RCA. *Microphones:* RCA.

WRAW, Reading—*Location of Transmitter:* 6th & Penn. Sts.. *Make:* RCA. *Tower:* One, 160 feet. *Speech Input:* RCA. *Microphones:* RCA.

WGBI, Scranton—*Location of Transmitter:* Drinker Turnpike. *Make:* Composite. *Tower:* 1 Lehigh, 270 feet. *Speech Input:* Composite. *Microphones:* WE.

WPIC, Sharon—*Location of Transmitter:* P. O. Box 541. *Make:* WE. *Tower:* 1 Blaw-Knox, 230 feet. *Speech Input:* WE. *Microphones:* WE, RCA, Shure.

WKOK—Sunbury. *Location of Transmitter:* 1150 N. Front St. *Make:* WE. *Tower:* One, 151 feet. *Speech Input:* WE. *Microphones:* WE.

WMBS, Uniontown—*Location of Transmitter:* R. D. 3, Morgantown Rd. *Make:* RCA. *Tower:* One, 150 feet. *Speech Input::* RCA. *Microphones:* WE, RCA.

WBAX, Wilkes-Barre—*Location of Transmitter:* P. O. Box 71. *Make:* WE. *Speech Input:* Composite. *Microphones:* WE, RCA.

WBRE, Wilkes-Barre—*Location of Transmitter:* Kingston, Pa. *Make:* RCA. *Tower:* 1 Lehigh, 202 feet. *Speech Input:* RCA. *Microphones:* RCA.

WRAK, Williamsport—*Location of Transmitter:* 1561 W. 4th St. *Make:* RCA. *Tower:* 1 Blaw-Knox, 204 feet. *Speech Input:* RCA. *Microphones:* RCA.

WORK, York—*Location of Transmitter:* York. *Make:* Powell. *Towers:* 3 Blaw-Knox, 154 feet. *Speech Input:* Powell. *Microphones:* RCA, WE.

RHODE ISLAND

WEAN, Providence—*Location of Transmitter:* East Providence. *Make:* WE. *Towers:* 2 Blaw-Knox, 325 feet. *Speech Input:* WE. *Microphones:* WE.

WJAR, Providence—*Location of Transmitter:* Rumford, R. I. *Make:* WE. *Towers:* 2 Blaw-Knox, 320 feet. *Speech Input:* WE. *Microphones:* WE.

WPRO, Providence—*Location of Transmitter:* Wampanaog Trail, East Providence. *Make:* RCA. *Towers:* 2 Blaw-Knox, 400 feet. *Speech Input:* WE. *Microphones:* WE, RCA.

SOUTH CAROLINA

WAIM, Anderson—*Location of Transmitter:* Anderson College. *Make:* WE. *Towers:* Two, 90 feet. *Speech Input:* WE. *Microphones:* WE.

WCSC, Charleston—*Location of Transmitter:* Charleston. *Make:* WE. *Tower:* 1 Truscon, 198 feet. *Speech Input:* WE. *Microphones:* WE, RCA.

WTMA, Charleston—*Location of Transmitter:* Charleston. *Make:* RCA. *Tower:* 1 Blaw-Knox, 150 feet. *Speech Input:* RCA. *Microphones:* RCA.

WCOS, Columbia—*Location of Transmitter:* Pendleton St. *Make:* RCA. *Tower:* 1 Wincharger, 192 feet. *Speech Input:* RCA. *Microphones* RCA.

WIS, Columbia—*Location of Transmitter:* P. O. Box, 1348, Bluff Road. *Make:* WE. *Towers:* 2 Truscon, 360 feet and 260 feet. *Speech Input:* WE. *Microphones:* WE.

WOLS, Florence—*Location of Transmitter:* Charleston Highway. *Make:* Composite. *Tower:* One, 150 feet. *Speech Input:* Gates. *Microphones:* RCA.

WFBC, Greenville. *Location of Transmitter:* Greenville. *Make:* RCA. *Tower:* 1 Truscon, 376 feet. *Speech Input:* RCA. *Microphones:* RCA.

WSPA, Spartanburg—*Location of Transmitter:* Evanston Heights. *Make:* Collins. *Tower:* One, 287 feet. *Speech Input:* Collins. *Microphones:* RCA.

SOUTH DAKOTA

KABR, Aberdeen—*Location of Transmitter:* Wylie Park Lake. *Make:* WE. *Towers:* 2 Blaw-Knox, 179 feet. *Speech Input:* WE. *Microphones:* WE.

KFDY, Brookings—*Location of Transmitter:* State College Campus. *Make:* Composite. *Towers:* Two, 102 and 98 feet. *Speech Input:* Gates. *Microphones:* WE, Gates.

KGFX, Pierre—*Location of Transmitter:* 203 W. Summitt Ave. *Make:* Composite. *Towers:* Two, 60 feet. *Speech Input:* Composite. *Microphones:* Shure.

KOBH, Rapid City—*Location of Transmitter:* Rapid City. *Make:* RCA. *Tower:* 1 Truscon, 174 feet. *Speech Input:* RCA. *Microphones:* RCA.

WCAT, Rapid City—*Location of Transmitter:* East St. Joe St. *Tower:* One, Ideco, 204 feet. *Speech Input:* Gates. *Microphones:* Gates, RCA.

KELO, Sioux Falls—*Location of Transmitter:* West Sioux Falls. *Make:* RCA. *Tower:* One, 215 feet. *Speech Input:* RCA. *Microphones:* RCA.

KSOO, Sioux Falls—*Location of Transmitter;* West Sioux Falls. *Make:* RCA. *Tower:* 1 Blaw-Knox, 235 feet. *Speech Input:* RCA. *Microphones:* RCA.

KUSD, Vermillion—*Location of Transmitter:* Vermillion. *Make:* Composite. *Towers:* 2 Composite, 103 feet. *Speech Input:* Composite. *Microphones:* RCA, Gates.

WNAX, Yankton—*Location of Transmitter:* East of Yankton. *Make:* WE. *Tower:* 1 Blaw-Knox, 450 feet. *Speech Input:* WE. *Microphones:* WE.

TENNESSEE

WOPI, Bristol—*Location of Transmitter:* Bristol. *Make:* RCA. *Tower:* 1 Wincharger, 220 feet. *Speech Input:* RCA. *Microphones:* RCA.

WAPO, Chattanooga—*Location of Transmitter:* Rossville Blvd. *Make:* Collins. *Tower:* 1 Lehigh, 205 feet. *Speech Input:* Collins. *Microphones:* RCA, WE.

WDOD, Chattanooga—*Location of Transmitter:* Chattanooga Brainerd Community. *Make:* WE. *Tower:* 1 Truscon, 325 feet. *Speech Input:* RCA. *Microphones:* RCA.

WHUB, Cookeville—*Location of Transmitter:* Cookeville. *Make:* RCA. *Tower:* 1 Wincharger, 180 feet. *Speech Input:* RCA. *Microphones:* RCA.

WJHL, Johnson City—*Location of Transmitter:* Johnson City. *Make:* RCA. *Tower:* 1 Wincharger, 185 feet. *Speech Input:* RCA. *Microphones:* RCA.

WNOX, Knoxville—*Location of Transmitter:* Anderson Road. *Make:* WE. *Tower:* 1 Ideco, 485 feet. *Speech Input:* RCA. *Microphones:* RCA.

WROL, Knoxville—*Location of Transmitter:* 201 Randolph. *Make:* Composite. *Tower:* I Wincharger, 170 feet. *Speech Input:* WE. *Microphones:* WE, RCA.

WHBQ, Memphis—*Location of Transmitter:* 46 Neely St. *Make:* Composite. *Tower:* One, 180 feet. *Speech Input:* RCA. *Microphones:* WE, RCA.

WMC, Memphis—*Location of Transmitter:* near Bartlett, Tenn. *Make:* Composite. *Towers:* 2 Blaw-Knox, 611 feet and 315 feet. *Speech Input:* Composite. *Microphones:* WE, RCA.

WMPS, Memphis—*Location of Transmitter:* 1690 S. Lauderdale. *Make:* Composite. *Tower:* One, 175 feet. *Speech Input:* RCA. *Microphones:* RCA, WE.

WLAC, Nashville—*Location of Transmitter:* Murfreesboro Pike. *Make:* WE. *Towers:* Two, 200 feet. *Speech Input:* WE. *Microphones:* WE.

WSIX, Nashville—*Location of Transmitter:* 3rd & Boscobel Sts. *Make:* RCA. *Tower:* 1 Truscon, 189 feet. *Speech Input:* Collins. *Microphones:* RCA, WE.

WSM, Nashville—*Location of Transmitter:* Route 5, Franklin, Tenn. *Make:* RCA. *Tower:* 1 Blaw-Knox, 878 feet. *Speech Input:* Composite. *Microphones:* RCA, WE.

TEXAS

KRBC, Abilene—*Location of Transmitter:* Abilene. *Make:* RCA. *Tower:* 1 Ideco. *Speech Input:* RCA. *Microphones:* RCA, WE.

KFDA, Amarillo—*Location of Transmitter:* Amarillo. *Make:* RCA. *Tower:* 1 Truscon, 182 feet. *Speech Input:* RCA. *Microphones:* RCA.

KGNC, Amarillo—*Location of Transmitter:* Bellaire Park. *Make:* WE. *Tower:* 1 Truscon, 365 feet. *Speech Input:* WE. *Microphones:* RCA.

KNOW, Austin—*Location of Transmitter:* Tillery St. *Make:* RCA. *Tower:* 1 Blaw-Knox, 150 feet. *Speech Input:* WE. *Microphones:* RCA, WE.

KTBC, Austin—*Location of Transmitter:* North of Dallas. *Make:* Composite. *Tower:* One, 198 feet. *Speech Input:* Composite. *Microphones:* RCA, WE.

KFDM, Beaumont—*Location of Transmitter:* Box 2950. *Make:* WE. *Towers:* 2 Blaw-Knox, 200 feet. *Speech Input:* WE. *Microphones:* WE.

KRIC, Beaumont—*Location of Transmitter:* 130 Wall St. *Make:* WE. *Tower:* 1 Ideco, 154 feet. *Speech Input:* WE. *Microphones:* WE.

KBST, Big Spring—*Location of Transmitter:* Big Spring. *Make:* RCA. *Tower:* 1 Ideco, 165 feet. *Speech Input:* RCA. *Microphones:* RCA, WE.

KNEL, Brady—*Location of Transmitter:* Brady. *Make:* Doolittle & Falkner. *Tower:* One, 164 feet. *Speech Input:* Gates.

KGFI, Brownsville.—*Location of Transmitter:* 2701 San Benito St. *Make:* Composite. *Tower:* One, 150 feet. *Speech Input:* Composite. *Microphones:* RCA, Astatic.

WTAW, College Station—*Location of Transmitter:* College Station. *Make:* Composite. *Towers:* Two, 135 feet. *Speech Input:* Composite. *Microphones:* WE, RCA.

KRLD, Dallas—Location of Transmitter: Garland, Texas. *Make:* WE. *Tower:* 1 Blaw-Knox, 475 feet. *Speech Input:* Composite. *Microphones:* WE.

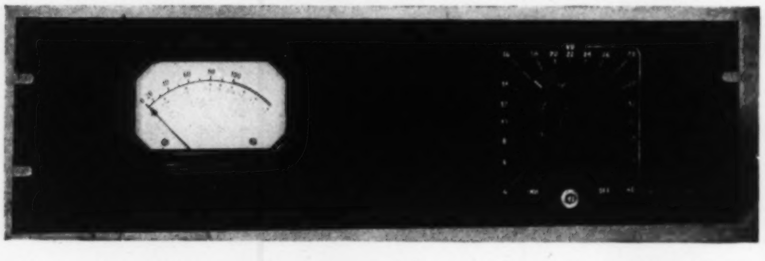
WFAA, Dallas—*Location of Transmitter:* Grapevine, Tex. *Make:* RCA. *Tower:* 1 Truscon, 653 feet. *Speech Input:* RCA. *Microphones:* RCA, WE.

WRR, Dallas—*Location of Transmitter:* Dallas. *Make:* WE. *Tower:* 1 Blaw-Knox, 231 feet. *Speech Input:* WE. *Microphones:* WE.

the new **DAVEN Type No. 910** **VOLUME LEVEL INDICATOR**

It is designed to indicate audio levels in broadcasting, sound recording and allied fields where precise monitoring is important. The Type 910 unit is completely self-contained, requiring no batteries or external power supply. The indicator is sensitive to low power levels, rugged and dependable.

The indicator used in this panel is the new WESTON Type 30 meter, the dynamic characteristics of which have been approved by BELL TELEPHONE LABORATORIES, N.B.C. and COLUMBIA Engineers. The indicator reads in percent voltage and VU. The "VU" is defined as being numerically equal to the number of DB above 1 mw. reference level into 600 ohms.



Type No.	Range	Zero Calibratior	Scale	Price
910-A	1 mw. + 4 to 40 VU off	1 mw. 600 Ohms	A	$72.50
910-B	1 mw. + 4 to 40 VU off	1 mw. 600 Ohms	B	$72.50
910-C	1 mw. + 4 to 24 VU off	1 mw. 600 Ohms	A	$67.50
910-D	1 mw. + 4 to 24 VU off	1 mw. 600 Ohms	B	$67.50

Two meter controls are provided, one a small decade with screwdriver adjustment for zero level setting of the meter pointer; the other a constant impedance "T" type network for extending the range of the instrument in steps of 2 Db.

Because of the length of the meter scale, small differences in pointer indications are easily noticed. For this reason the screwdriver type vernier is provided. All V.I. meters can thus be adjusted to the same scale reading. This is particularly convenient in complex installations where several V.I. meters must be read by one operator, or in coordinating the various meters at different points in a network.

THE DAVEN COMPANY

158 SUMMIT STREET • NEWARK, NEW JERSEY

KDNT, Denton—*Location of Transmitter:* 300 W. Ross St. *Make:* Composite. *Tower:* One, 167 feet. *Speech Input:* Composite. *Microphones:* Turner, Shure.

KFPL, Dublin—*Location of Transmitter:* Dublin. *Make:* Composite. *Tower:* One, 182 feet. *Speech Input:* Composite. *Microphones:* RCA, Astatic.

KTSM, El Paso—*Location of Transmitter:* Mills. Bldg. *Make:* Composite. *Tower:* 1 Truscon, 158 feet. *Speech Input:* Composite. *Microphones:* RCA.

KFJZ, Fort Worth—*Location of Transmitter:* Birdville, Tex. *Make:* WE. *Tower:* 1 Ideco, 200 feet. *Speech Input:* WE. *Microphones:* WE.

KGKO, Fort Worth—*Location of Transmitter:* Arlington, Texas. *Make:* RCA. *Towers:* 2 Blaw-Knox, 336 feet. *Speech Input:* RCA. *Microphones:* RCA, WE.

WBAP, Fort Worth—*Location of Transmitter:* Grapevine, Tex. *Make:* RCA. *Tower:* 1 Truscon, 653 feet. *Speech Input:* RCA. *Microphones:* RCA, WE.

KTRH, Houston—*Location of Transmitter:* P. O. Box 407, Pasadena, Tex. *Make:* RCA. *Tower:* 1 Truscon, 375 feet. *Speech Input:* RCA. *Microphones:* RCA.

KSAM, Huntsville—*Location of Transmitter:* Walker County Fair Grounds. *Make:* Composite. *Speech Input:* Composite.

KPAB, Laredo—*Location of Transmitter:* 300 Block Loring Ave. *Make:* WE. *Tower:* 1 Blaw-Knox, 154 feet. *Speech Input:* WE. *Microphones:* WE, RCA.

KFRO, Longview—*Location of Transmitter:* Box 616. *Make:* RCA. *Tower:* 3 Wincharger, 175 feet. *Speech Input:* RCA. *Microphones:* RCA.

KFYO, Lubbock—*Location of Transmitter:* 2312 5th St. *Make:* RCA. *Tower:* 1 Lehigh, 145 feet. *Speech Input:* Composite. *Microphones:* RCA, WE.

KRBA, Lufkin—*Location of Transmitter:* Lufkin. *Make:* Collins. *Tower:* One, 178 feet. *Speech Input:* Collins. *Microphones:* RCA.

KRLH, Midland—*Location of Transmitter:* 2125 W. Wall St. *Make:* Gates American. *Towers:* 1 Ideco, 154 feet. *Speech Input:* Gates. *Microphones:* Shure, American, Astatic.

KNET, Palestine—*Location of Transmitter:* Box 467. *Make:* Composite. *Tower:* One, 175 feet. *Speech Input:* Composite. *Microphones:* Shure, Amperite.

KPDN, Pampa—*Location of Transmitter:* P. O. Box 1701. *Make:* RCA. *Tower:* 1 Lehigh, 176 feet. *Speech Input:* Composite. *Microphones:* Amperite, WE.

KPLT, Paris — *Location of Transmitter:* Paris. *Make:* RCA. *Tower:* 1 Ideco, 165 feet. *Speech Input.* RCA. *Microphones:* RCA, WE.

KIUN, Pecos—*Location of Transmitter:* Pecos. *Make:* RCA: *Tower:* 1 Composite, 164 feet. *Speech Input:* RCA. *Microphones:* RCA.

KPAC, Port Arthur—*Location of Transmitter:* 1515 Lakeshore Drive. *Make:* RCA. *Towers:* Two, 210 feet. *Speech Input:* WE. *Microphones:* WE.

KGKL, San Angelo—*Location of Transmitter:* 50 S. Milton St. *Make:* Composite. *Tower:* One, 170 feet. *Speech Input:* Composite. *Microphones* WE.

KABC, San Antonio—*Location of Transmitter:* 811 E. Myrtle. *Make:* WE. *Tower:* One, 195 feet. *Speech Input:* WE. *Microphones:* RCA.

KMAC, San Antonio—*Location of Transmitter:* 319 Avenue A. *Make:* WE. *Tower:* 1 Blaw-Knox. *Speech Input:* WE. *Microphones:* WE.

KONO, San Antonio—*Location of Transmitter:* 317 Arden Grove. *Make:* Composite: *Tower:* 1 Lehigh, 154 feet.

KTSA, San Antonio—*Location of Transmitter:* Gunter Hotel. *Make:* WE. *Towers:* 2 Ideco, 200 feet. *Speech Input:* WE. *Microphones:* WE, RCA.

WOAI, San Antonio—*Location of Transmitter:* Selma, Tex. *Make:* RCA. *Tower:* 1 Truscon, 425 feet. *Speech Input:* RCA. *Microphones:* RCA, WE.

KRRV, Sherman—*Location of Transmitter:* 1910 S. Crockett St. *Make:* Composite. *Tower:* 1 Blaw-Knox, 179 feet. *Speech Input:* WE. *Microphones:* Amperite.

KXOX, Sweetwater—*Location of Transmitter:* Radio Bldg., Highway 70. *Make:* RCA. *Tower:* 1 Lehigh, 196 feet. *Speech Input:* RCA. *Microphones:* RCA.

KTEM, Temple—*Location of Transmitter:* P. O. Box 186. *Make:* RCA. *Tower:* 1 Lehigh, 170 feet. *Speech Input:* RCA. *Microphones:* RCA.

KCMC, Texarkana — *Location of Transmitter:* 317 Pine St. *Make:* WE. *Tower:* 1 Blaw-Knox, 197 feet. *Speech Input:* WE. *Microphones:* WE.

KGKB, Tyler—*Location of Transmitter:* North of Tyler. *Make* RCA. *Tower:* One, 167 feet. *Speech Input:* RCA. *Microphones:* RCA.

KVWC, Vernon—*Location of Transmitter:* Vernon. *Make:* Composite. *Towers:* One, 165 feet. *Speech Input:* RCA. *Microphones:* RCA.

KVIC, Victoria—*Location of Transmitter:* Box 725. *Make:* WE. *Tower:* 1 Blaw-Knox, 175 feet. *Speech Input:* WE. *Microphones:* WE.

WACO, Waco—*Location of Transmitter:* Amicable Life Bldg. *Make:* RCA. *Tower:* 1 Blaw-Knox, 164 feet. *Speech Input:* RCA. *Microphones:* RCA, WE.

KWFT, Wichita Falls—*Location of Transmitter:* Box 899. *Make:* RCA. *Tower:* 1 Lehigh, 400 feet. *Speech Input:* RCA. *Microphones:* RCA.

UTAH

KVNU, Logan—*Location of Transmitter:* Logan. *Make:* Composite. *Tower:* One, 191 feet. *Speech Input:* RCA. *Microphones:* RCA, American.

KLO, Ogden—*Location of Transmitter:* Kanesville, Utah. *Make:* Composite. *Towers:* 2 Ideco, 215 feet. *Speech Input:* Composite. *Microphones:* WE.

KEUB, Price—*Location of Transmitter:* Price. *Make:* Composite. *Tower:* I Bethlehem, 172 feet. *Speech Input:* Composite. *Microphones:* RCA, Shure.

KOVO, Provo—*Location of Transmitter:* 17 West 2nd, South. *Make:* Composite. *Tower:* 1 Wincharger, 160 feet. *Speech Input:* Composite. *Microphones:* Shure.

KDYL, Salt Lake City—*Location of Transmitter:* Salt Lake City. *Make:* RCA. *Tower:* 1 Blaw-Knox, 400 feet. *Speech Input:* WE. *Microphones:* WE, RCA.

KSL, Salt Lake City—*Location of Transmitter:* Saltair, Utah. *Make:* WE. *Tower:* 1 Blaw-Knox, 455 feet. *Speech Input:* WE, RCA. *Microphones:* WE, RCA.

KUTA, Salt Lake City—*Location of Transmitter:* 1323 S. Third St. *Make:* Composite. *Tower:* 1 Bethlehem, 167 feet. *Speech Input:* Composite. *Microphones:* WE.

VERMONT

WCAX, Burlington—*Location of Transmitter:* 203 College St. *Make:* RCA. *Tower:* 1 Truscon, 250 feet. *Speech Input:* RCA. *Microphones:* RCA.

WSYB, Rutland—*Location of Transmitter:* Creek Road. *Make:* RCA. *Tower:* 1 Wincharger, 165 feet. *Speech Input:* RCA. *Microphones:* Shure.

WQDM, St. Albans—*Location of Transmitter:* U. S. Highway No. 1, North St. Albans. *Make:* Composite: *Tower:* 1 Lehigh, 181 feet. *Speech Input:* Composite. *Microphones:* WE.

WDEV, Waterbury—*Location of Transmitter:* Waterbury. *Make:* RCA. *Tower:* 1 Blaw-Knox, 428 feet. *Speech Input:* RCA. *Microphones:* RCA.

VIRGINIA

WBTM, Danville—*Location of Transmitter:* Hotel Danville. *Make:* Composite. *Tower:* Two, 50 feet. *Speech Input:* Composite. *Microphones:* WE.

WCHV, Charlottesville—*Location of Transmitter:* Richmond Road. *Make:* Composite. *Tower:* One, 180 feet. *Speech Input:* RCA. *Microphones:* RCA.

WFVA, Fredericksburg — *Location of Transmitter:* Box 126, Stafford County, Va. *Make:* WE. *Tower:* 1 Blaw-Knox, 210 feet. *Speech Input:* RCA. *Microphones:* RCA.

WSVA, Harrisonburg—*Location of Transmitter:* Route 1. *Make:* Composite. *Tower:* 1 Truscon, 184 feet. *Speech Input:* Composite. *Microphones:* Amperite.

WLVA, Lynchburg—*Location of Transmitter:* Page St. *Make:* Composite.. *Tower:* 1 Blaw-Knox, 172 feet. *Speech Input:* RCA. *Microphones:* RCA, WE.

WGH, Newport News—*Location of Transmitter:* Newport News. *Make:* RCA. *Tower:* 1 Ideco, 186 ft. *Speech Input:* RCA. *Microphones:* RCA.

WTAR, Norfolk—*Location of Transmitter:* Glen Rock, Princess Anne County, Va. *Make:* RCA. *Towers:* 1 Lingo, 294 ft.; 2 Lingo, 210 ft. *Speech Input:* RCA, Composite. *Microphones:* RCA.

WBBL, Richmond. *Location of Transmitter:* 1627 Monument Ave. *Make:* WE. *Tower:* One, 40 feet. *Speech Input:* WE. *Microphones:* WE.

WMBG, Richmond—*Location of Transmitter:* Staples Mill Rd. *Make:* RCA. Towers: 2 Lehigh, 215 feet. *Speech Input:* RCA. *Microphones:* RCA, WE.

WRNL, Richmond—*Location of Transmitter:* Wilkinson Road. *Make:* WE. Tower: 1, 279 feet.

WRTD, Richmond—*Location of Transmitter:* Belle Isle, Va. *Make:* RCA. *Tower:* 1 Lingo, 331 feet. *Speech Input:* RCA. *Microphones:* RCA, WE.

WRVA, Richmond—*Location of Transmit-* R.F.D. No. 5. *Make:* WE. *Towers:* 2 Blaw-Knox, 470 feet. *Speech Input:* WE, RCA. *Microphones:* WE, RCA.

WDBJ, Roanoke — *Location of Transmitter:* Colonial Ave., Colonial Hts. *Make:* RCA. *Tower:* 1 Blaw-Knox, 312 feet. *Speech Input:* RCA. *Microphones:* RCA.

WASHINGTON

KXRO, Aberdeen—*Location of Transmitter:* Finch Farms Addition. *Make:* WE. *Tower:* 1 Blaw-Knox, 179 feet. *Speech Input:* WE. *Microphones:* WE.

KELA, Centralia—*Location of Transmitter:* Centralia - Chehalis, Wash. *Make:* WE. *Tower:* 1 Bethlehem, 193 feet. *Speech Input:* WE. *Microphones:* WE, RCA.

KRKO, Everett—*Location of Transmitter:* 2814 Rucker Ave. *Make:* WE. *Towers:* Two, 80 feet. *Speech Input:* Composite. *Microphones:* WE, RCA, American.

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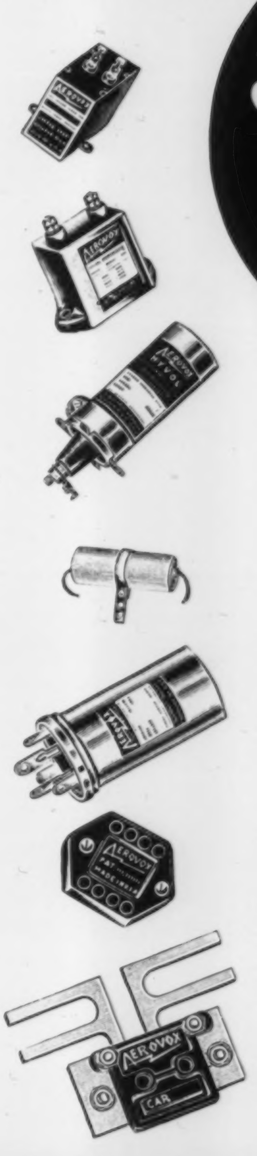

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(*Continued from page 359*)

KWLK, Longview—*Location of Transmitter:* Ocean Beach Highway. *Make:* RCA. *Tower:* 1 Blaw-Knox, 248 feet. *Speech Input:* RCA. *Micrphones:* RCA.

KWSC, Pullman—*Location of Transmitter:* Pullman. *Make:* Composite. *Tower:* One, 224 feet. *Speech Input:* Composite: *Microphones:* RCA.

KEEN, Seattle—*Location of Transmitter:* Smith Tower. *Make:* Composite. *Tower:* One, 575 ft. *Speech Input:* Radio Laboratories. *Microphones:* Turner.

KIRO, Seattle—*Location of Transmitter:* 2nd & Union Sts. *Make:* Composite. *Tower:* 1 Marconi, 120 ft. *Speech Input:* WE. *Microphones:* WE.

KJR, Seattle — *Location of Transmitter:* 2600 26th Ave., S. W. *Make:* RCA. *Tower:* 1 Truscon, 570 feet. *Speech Input:* RCA. *Microphones:* RCA.

KOL, Seattle—*Location of Transmitter:* 1110 W. Florida St. *Make:* Composite. *Tower:* 1 Ideco, 370 feet. *Speech Input:* WE. *Microphones:* WE.

KOMO, Seattle—*Location of Transmitter:* 2600 26th Ave., S.W. *Make:* RCA. *Tower:* 1 Truscon, 570 feet. *Speech Input:* RCA. *Microphones:* RCA.

KRSC, Seattle—*Location of Transmitter:* 819 Fairview Place. *Make:* Composite. *Tower:* 1 Truscon, 218 feet. *Speech Input:* WE. *Microphones:* RCA.

KXA, Seattle—*Location of Transmitter:* Atlantic St., Dock A. *Make:* Composite. Tower: 1 Bethlehem, 325 feet. *Speech Input:* Composite. *Microphones:* RCA, WE.

KFIO, Spokane—*Location of Transmitter:* Ziegler Bldg. *Make:* Composite. *Towers:* Two, 143 feet & 178 feet. *Speech Input:* Collins. *Microphones:* Shure.

KFPY, Spokane—*Location of Transmitter:* RFD 3, Box 100. *Make:* WE. *Tower:* 1 Truscon, 468 feet. *Speech Input:* WE, RCA. *Microphones:* WE, RCA.

KGA, Spokane—*Location of Transmitter:* Lidgerwood & Rowan Sts. *Make:* Composite. *Tower:* 1 Bethlehem, 225 feet. *Speech Input:* RCA, WE. *Microphones:* WE, RCA.

KHQ, Spokane—*Location of Transmitter:* 41st & Regal. *Make:* WE. *Tower:* 1 Bethlehem, 816 feet. *Speech Input:* RCA. *Microphones:* WE, RCA.

KMO, Tacoma—*Location of Transmitter:* Colonial Gardens, Fife, Wash. *Make:* WE. *Tower:* 1 Blaw-Knox, 197 feet. *Speech Input:* WE. *Microphones:* WE.

KVI, Tacoma—*Location of Transmitter:* Vashon, Wash. *Make:* WE. *Tower:* 1 Truscon, 447 feet. *Speech Input:* WE. *Microphones:* WE, RCA.

KVAN, Vancouver—*Location of Transmitter:* 2915 Fruit Valley Rd. *Make:* Composite. *Tower:* 1 Lehigh, 254 feet. *Speech Input:* Gates. *Microphones:* RCA.

KUJ, Walla Walla—*Location of Transmitter:* 2nd & Rose. *Make:* Composite. *Towers:* Two, 110 feet. *Speech Input:* Composite. *Microphones:* Turner, Amperite.

KPQ, Wenatchee. *Location of Transmitter:* N. Miller St. *Make:* WE. *Tower:* 1 Truscon, 188 feet. *Speech Input:* WE. *Microphones:* WE.

WEST VIRGINIA

WJLS, Beckley—*Location of Transmitter:* Teel Rd. *Make:* Composite. *Tower:* 1 Wincharger, 198 feet. *Speech Input:* Collins. *Microphones:* Amperite, WE, American.

WHIS, Bluefield—*Location of Transmitter:* Bluefield. *Make:* Collins. *Tower:* 1 Blaw-Knox, 181 feet. *Speech Input:* United Transformer. *Microphones:* WE.

WCHS, Charleston. *Location of Transmitter:* Kanawha Country Club Rd. *Make:* Collins. *Tower:* 1 Lehigh, 325 feet. *Speech Input:* Collins. *Microphones:* RCA, WE.

WGKV, Charleston—*Location of Transmitter:* Coal Branch Heights. *Make:* Collins. *Tower:* 1 Lingo, 160 feet. *Speech Input:* Collins. *Microphones:* RCA.

WMMN, Fairmont—*Location of Transmitter*, Monongah, West Va. *Make:* WE. *Towers:* 2 Ideco, 279 & 309 feet. *Speech: Input:* Composite, WE. *Microphones:* WE.

WSAZ, Huntington—*Location of Transmitter:* Pleasant Heights. *Make:* WE. *Tower:* 1 Blaw-Knox, 207 feet. *Speech Input:* WE. *Microphones:* WE.

WPAR, Parkersburg—*Location of Transmitter:* Gihon Rd., S. Parkersburg. *Make:* Composite. *Tower:* 1 Ideco, 175 feet. *Speech Input:* Collins. *Microphones:* RCA, WE.

WWVA, Wheeling—*Location of Transmitter:* W. Liberty, West Va. *Make:* Composite. *Tower:* 1 Blaw-Knox, 279 feet. *Speech Input:* WE. *Microphones:* WE.

WBTH, Williamson—*Location of Transmitter:* Williamson. *Make:* Collins. *Tower:* 1 Lingo, 256 feet. *Microphones:* RCA.

WISCONSIN

WATW, Ashland—*Location of Transmitter:* Ashland. *Make:* Gates American. *Tower:* One, 175 feet. *Speech Input:* Gates American. *Microphones:* WE.

WEAU, Eau Claire—*Location of Transmitter:* 26th and Crescent Sts. *Make:* Composite. *Tower:* One, 250 feet. *Speech Input:* WE, RCA. *Microphones:* WE, RCA.

KFIZ, Fond du Lac—*Location of Transmitter:* 18 W. First St. *Make:* WE. *Speech Input:* Collins, WE, RCA. *Microphones:* Remler, WE.

WTAQ, Green Bay—*Location of Transmitter:* West De Pere, Wis. *Make:* RCA. *Towers:* 4 Truscon, 196 feet. *Speech Input:* Collins. *Microphones:* RCA, WE.

WCLO, Janesville—*Location of Transmitter:* Janesville. *Make:* WE. *Tower:* One, 260 feet. *Speech Input:* RCA. *Microphones:* RCA, WE.

WKBH, La Crosse—*Location of Transmitter:* La Crosse. *Make:* WE. *Tower:* 1 Blaw-Knox, 379 feet. *Speech Input:* Composite. *Microphones:* WE, RCA.

WHA, Madison—*Location of Transmitter:* Fish Hatchery Rd. *Make:* Composite. *Towers:* 2 U. S. Wind Engine, 205 feet. *Speech Input:* RCA. *Microphones:* RCA, WE.

WIBA, Madison—*Location of Transmitter:* Rt. 4. *Make:* RCA. *Towers:* 1 Truscon, 480 ft.; 2 Truscon, 200 ft. *Speech Input:* RCA. *Microphones:* RCA, WE.

WOMT, Manitowoc—*Location of Transmitter:* 110 Washington St. *Make:* Composite. *Towers:* Two, 55 feet. *Speech Input:* Composite. *Microphones:* WE, RCA.

WMAM, Marinette—*Location of Transmitter:* Marinette. *Make:* RCA. *Tower:* 1 Harrell, 350 feet. *Speech Input:* RCA.

WEMP, Milwaukee—*Location of Transmitter:* Empire Bldg. *Make:* RCA. *Tower:* 1 Truscon, 323 feet. *Microphones:* RCA, WE.

WISN, Milwaukee—*Location of Transmitter:* 231 W. Michigan St. *Make:* RCA. *Tower:* 1 Blaw-Knox, 254 feet. *Speech Input:* RCA. *Microphones:* RCA, WE.

WTMJ, Milwaukee—*Location of Transmitter:* Waukesha, Wis. *Make:* WE. *Tower:* 1 Blaw-Knox, 400 feet. *Speech Input:* WE, RCA. *Microphones:* RCA.

WIBU, Poynette—*Location of Transmitter:* RFD No. 2. *Make:* Collins. *Tower:* One, 185 feet. *Speech Input:* WE. *Microphones:* RCA, WE.

WRJM, Racine—*Location of Transmitter:* Kentucky & Victory Ave. *Make:* RCA. *Tower:* 1 Lingo, 183 feet. *Speech Input:* Composite. *Microphones:* WE.

WJMC, Rice Lake—*Location of Transmitter:* 1601 S. Main St. *Make:* RCA. *Tower:* 1 Blaw-Knox, 198 feet. *Speech Input:* RCA. *Microphones:* RCA.

WHBL, Sheboygan — *Location of Transmitter:* Sheboygan. *Make:* RCA. *Tower:* 1 Truscon, 286 feet. *Speech Input:* RCA. *Microphones:* RCA, WE, Brush.

WLBL, Stevens Point—*Location of Transmitter:* Auburndale, Wis. *Make:* Composite. *Tower:* One, 455 feet. *Speech Input:* WE. *Microphones:* RCA, WE.

WDSM, Superior—*Location of Transmitter:* Connor's Point. *Make:* Collins. *Tower:* 1 Lehigh, 210 feet. *Speech Input:* Collins. *Microphones:* WE.

WSAU, Wausau—*Location of Transmitter:* Wausau. *Make:* Composite. *Tower:* 1 Harrell, 178 feet. *Speech Input:* Composite. *Microphones:* WE.

WYOMING

KDFN, Casper—*Location of Transmitter:* First & Lennox. *Make:* Composite. *Tower:* One, 297 feet. *Speech Input:* Composite. *Microphones:* RCA.

KWYO, Sheridan—*Location of Transmitter:* Park Drive & O'Marr. *Make:* Doolittle & Falkner. *Tower:* 1 Truscon, 186 feet. *Microphones:* WE, RCA, Amperite.

U. S. POSSESSIONS

KFOD, Anchorage, Alaska—*Location of Transmitter:* Anchorage. *Towers:* Two, 220 feet. *Speech Input:* Collins. *Microphones:* Collins.

KFAR, Fairbanks, Alaska—*Location of Transmitter:* 6½ miles from Fairbanks. *Make:* RCA. *Tower:* 1 Lehigh, 300 feet. *Speech Input:* RCA. *Microphones:* RCA.

KHBC, Hilo, Hawaii—*Location of Transmitter:* P. O. Box 595. *Make:* RCA. *Tower:* One, 178 feet. *Speech Input:* RCA. *Microphones:* RCA.

KGMB, Honolulu, Hawaii—*Location of Transmitter:* Kapiolani Blvd. *Make:* RCA. *Tower:* 1 Bethlehem, 330 feet. *Speech Input:* RCA. *Microphones:* RCA.

KTOH, Lihue, Hawaii—*Location of Transmitter:* Lihue, Kauai. *Make:* Collins. *Tower:* 1 Lehigh, 150 feet. *Speech Input:* Collins. *Microphones:* RCA.

WPRA, Mayaguez, Puerto Rico—*Location of Transmitter:* Box 271. *Make:* Composite. *Tower:* 1 Blaw-Knox, 179 feet. *Speech Input:* WE. *Microphones:* RCA, WE.

WKAQ, San Juan, Puerto Rico—*Location of Transmitter:* Hato Rey, P. R. *Make:* WE. *Tower:* 1 Lehigh, 242 feet. *Speech Input:* WE, Northern. *Microphones:* WE.

WNEL, San Juan, Puerto Rico—*Location of Transmitter:* Box 1252. *Make:* Hygrade Sylvania. *Tower:* 1 Blaw-Knox, 189 feet. *Speech Input:* Collins. *Microphones:* RCA.

ALBERTA

CFAC, Calgary—*Location of Transmitter:* East of Calgary. *Make:* Marconi. *Tower:* One, 175 feet. *Speech Input:* Marconi. *Microphones:* RCA, Northern.

CJCJ, Calgary—*Location of Transmitter:* Grandview Heights. *Make:* Composite. *Tower:* One, 100 ft. *Speech Input:* Composite. *Microphones:* RCA.

CFCN, Calgary—*Location of Transmitter:* Strathmore, Alta. *Make:* Composite. *Towers:* 2 Blaw-Knox, 175 feet. *Speech Input:* RCA. *Microphones:* RCA, WE.

CFRN, Edmonton—*Location of Transmitter:* West Edmonton. *Make:* Marconi. *Tower:* One, 200 feet. *Speech Input:* Marconi. *Microphones:* RCA.

CJCA, Edmonton—*Location of Transmitter:* Belmont, Alta. *Make:* Marconi. *Towers:* 2 Ontario Wind Engine Co., 150 feet. *Speech Input:* Marconi. *Microphones:* RCA, WE.

CKUA, Edmonton—*Location of Transmitter:* University of Edmonton Campus. *Towers:* Two, 120 feet. *Speech Input:* Collins.

CFGP, Grande Prairie—*Location of Transmitter:* Grande Prairie. *Make:* Marconi. *Tower:* 1 Ajax, 205 feet. *Speech Input:* Marconi. *Microphones:* RCA.

BRITISH COLUMBIA

CHWK, Chilliwack—*Location of Transmitter:* 16 Wellington Ave. *Make:* Composite. *Towers:* Two, 150 feet. *Speech Input:* Composite. *Microphones:* Brush.

CFJC, Kamloops—*Location of Transmitter:* North Kamloops. *Make:* Composite. *Towers:* Two, 110 feet. *Speech Input:* Composite. *Microphones:* RCA, Northern.

CKOV, Kelowna—*Location of Transmitter:* Okanagan Mission, B. C. *Make:* Marconi. *Tower:* 1 Ajax, 203 feet. *Speech Input:* Collins, Marconi. *Microphones:* RCA, WE.

CKLN, Nelson—*Location of Transmitter:* 711 Radio Ave. *Make:* Marconi. *Towers:* Two, 200 feet. *Speech Input:* Collins. *Microphones:* WE.

CJAT, Trail — *Location of Transmitter:* Warfield, B. C. *Make:* RCA. *Tower:* One, 272 feet. *Speech Input:* RCA. *Microphones:* RCA.

CBR, Vancouver—*Location of Transmitter:* Lulu Island, B. C. *Make:* Northern. *Tower:* One, 404 feet. *Speech Input:* Northern. *Microphones:* RCA, Northern, WE.

CKMO, Vancouver — *Location of Transmitter:* 500 Beatty St. *Make:* Composite. *Speech Input:* Composite. *Microphones:* WE.

CKWX, Vancouver—*Location of Transmitter:* 1220 Seymour St. *Make:* Composite. *Towers:* Two, 65 feet. *Speech Input:* Composite. *Microphones:* RCA, Northern.

MANITOBA

CFAR, Flin Flon—*Location of Transmitter:* Flin Flon. *Make:* RCA. *Tower:* 1 Wincharger, 120 feet. *Speech Input:* RCA. *Microphones:* Northern.

CFNB, Fredericton—*Location of Transmitter:* Fredericton. *Make:* Marconi. *Towers:* Two, 150 feet. *Speech Input:* Marconi. *Microphones:* WE.

CJRC, Winnipeg—*Location of Transmitter:* Middlechurch, Man. *Make:* WE. *Tower:* 1 Blaw-Knox, 404 feet. *Speech Input:* WE. *Microphones:* WE.

CKY, Winnipeg—*Location of Transmitter:* Headingly, Man. *Make:* Northern. *Tower:* 1 Blaw-Knox, 219 feet. *Speech input:* Northern. *Microphones:* RCA, WE.

NEW BRUNSWICK

CKNB, Campbellton—*Location of Transmitter:* Campbellton. *Make:* Northern. *Towers:* Two, 200 feet. *Speech Input:* Northern. *Microphones:* Northern.

CKCW, Moncton — *Location of Transmitter:* Harrisville, N. B. *Make:* Northern. *Tower:* One, 117 feet.

CBA, Sackville—*Location of Transmitter:* Sackville. *Make:* RCA. *Tower:* 1 Canadian Bridge, 460 feet. *Speech Input:* RCA. *Microphones:* RCA.

CHSJ, St. John—*Location of Transmitter:* Admiral Beatty Hotel. *Make:* Northern. *Tower:* One, 75 feet above roof. *Speech Input:* Composite. *Microphones:* Northern, RCA.

NOVA SCOTIA

CHNS, Halifax—*Location of Transmitter:* Bedford, N. S. *Make:* WE. *Tower:* 1 Blaw-Knox, 265 feet. *Speech Input:* WE. *Microphones:* WE.

CJCB, Sydney—*Location of Transmitter:* South Bar. *Make:* Marconi. *Towers:* 2 Canadian Bridge, 250 feet. *Speech Input:* Marconi. *Microphones:* WE, RCA.

CJLS, Yarmouth—*Location of Transmitter:* Radio Bldg. *Make:* Northern. *Speech Input:* Northern. *Microphones:* WE, RCA.

ONTARIO

CKPC, Brantford—*Location of Transmitter:* Glebe Property, Mohawk Inst. *Make:* Composite. *Towers:* Two, 114 feet. *Speech Input:* Gates. *Microphones:* Amperite.

CFCO, Chatham—*Location of Transmitter:* Wm. Pitt Hotel. *Make:* Composite. *Towers:* Two, 60 feet. *Speech Input:* Composite. *Microphones:* RCA.

CKPR, Fort William-Port Arthur—*Location of Transmitter:* Memorial Blvd. *Make:* Marconi. *Tower:* 1 Blaw-Knox, 300 feet. *Speech Input:* Northern. *Microphones:* Northern.

Paul F. Godley

Consulting Radio Engineer

Phone

Montclair (N. J.) 2-7859

CHML, Hamilton—*Location of Transmitter:* Saltfleet Township. *Make:* Marconi. *Towers:* Two, 120 feet. *Speech Input.* Marconi. *Microphones:* RCA, WE.

CKOC, Hamilton—*Location of Transmitter:* Fruitland, Ont. *Make:* Composite. *Towers:* Two, 115 feet. *Microphones:* WE.

CKCA, Kenora—*Location of Transmitter:* Jaffray Township, Ont. *Make:* Marconi. *Speech Input:* Collins. *Microphones:* RCA, WE.

CJKL, Kirkland Lake—*Location of Transmitter:* Dane, Ont. *Make:* RCA. *Tower:* 1 Lingo, 296 feet. *Speech Input:* RCA. *Microphones:* RCA.

CKCR, Kitchener—*Location of Transmitter:* Waterloo, Ont. *Make:* Marconi. *Towers:* Two, 100 feet. *Speech Input:* Hammond.

CFPL, London—*Location of Transmitter:* Hotel London. *Make:* WE. *Towers:* 2 Walkerville Bridge, 70 feet. *Speech Input:* Composite. *Microphones:* WE.

CFCH, North Bay—*Location of Transmitter:* Capitol Theatre Bldg. *Make:* RCA. *Tower:* One, 100 feet. *Speech Input:* RCA. *Microphones:* RCA.

CBO, Ottawa—*Location of Transmitter:* Hawthorne, Ont. *Make:* Northern. *Towers:* Two, 200 feet. *Speech Input:* Northern. *Microphones:* Northern, RCA.

CKCO, Ottawa—*Location of Transmitter:* Boom Island, Que. *Make:* Northern. *Towers:* 2 Dominion Bridge, 125 feet. *Speech Input:* WE. *Microphones:* WE.

CFLC, Prescott—*Location of Transmitter:* George St. *Make:* Composite. *Tower:* One, 100 feet. *Speech Input:* Composite. *Microphones:* WE, Jenkins.

CKTB, St. Catharines—*Location of Transmitter:* R. R. No. 2. *Make:* RCA. *Tower:* 1 Blaw-Knox, 246 feet. *Speech input:* Gates. *Microphones:* Gates, RCA.

CJIC, Sault Ste. Marie—*Location of Transmitter:* P. O. Box 504. *Make:* WE. *Tower:* One, 80 feet. *Speech Input:* Gates. *Microphones:* American, Gates.

CJCS, Stratford—*Location of Transmitter:* Windsor Hotel. *Make:* Composite. *Towers:* Two, 80 feet. *Speech Input:* Composite. *Microphones:* RCA, Universal.

CKSO, Sudbury—*Location of Transmitter:* Old Coniston Road. *Make:* Marconi. *Tower:* 1 Ajax, 325 feet. *Speech Input:* Marconi. *Microphones:* WE, RCA.

CKGB, Timmins—*Location of Transmitter:* West of Timmins. *Make:* RCA. *Tower:* 1 Lingo, 176 feet. *Speech Input:* WE. *Microphones:* RCA.

CBL, Toronto—*Location of Transmitter:* Hornby, Ont. *Make:* Northern. *Tower:* 1 Blaw-Knox, 647 feet. *Speech Input:* Northern. *Microphones:* Northern, RCA.

CBY, Toronto—*Location of Transmitter:* 805 Davenport Rd. *Make:* Northern. *Speech Input:* Northern. *Microphones:* RCA, Northern.

CFRB, Toronto—*Location of Transmitter:* Aurora, Ont. *Make:* Rogers. *Towers:* 2 Ont. Wind Engine & Pump, 300 feet. *Speech Input:* Northern.

CKCL, Toronto—*Location of Transmitter:* 18 Trinity St. *Make:* Marconi. *Towers:* 2 Ajax, 120 feet. *Speech Input:* Marconi. *Microphones:* RCA, WE.

CKLW, Windsor—*Location of Transmitter:* Sandwich South, Ont. *Make:* WE. *Tower:* 1 Blaw-Knox, 280 feet. *Speech Input:* Northern. *Microphones:* WE, RCA.

CKNX, Wingham—*Location of Transmitter:* Fields Bldg. *Make:* Composite. *Towers:* Two, 60 feet. *Speech Input:* Composite. *Microphones:* WE.

PRINCE EDWARD ISLAND

CFCY, Charlottetown—*Location of Transmitter:* West Royalty, P. E. I. *Make:* Composite. *Towers:* 2 Dominion Bridge, 200 feet. *Speech Input:* RCA. *Microphones:* RCA, WE.

CHGS, Summerside—*Location of Transmitter:* Summerside. *Make:* Composite. *Towers:* 2 Composite, 100 feet. *Speech Input:* Gates. *Microphones:* Gates.

QUEBEC

CBJ, Chicoutimi—*Location of Transmitter:* Chicoutimi. *Make:* Marconi. *Towers:* Two, 76 feet. *Speech Input:* Marconi. *Microphones:* RCA.

CKCH, Hull—*Location of Transmitter:* Chelsea Rd. *Make:* Marconi. *Tower:* 1 Blaw-Knox, 204 feet. *Speech Input:* Marconi. *Microphones:* RCA.

CBF, Montreal—*Location of Transmitter:* Vercheres, Que. *Make:* Northern. *Tower:* 1 Blaw-Knox, 586 feet. *Speech Input:* Northern. *Microphones:* Northern.

CBM, Montreal—*Location of Transmitter:* Marieville, Que. *Make:* RCA. *Tower:* 1 Canadian Bridge, 525 ft.

CFCF, Montreal—*Location of Transmitter:* Mount Royal Hotel. *Make:* Marconi. *Towers:* 2 Dominion Bridge, 75 feet atop bldg. *Speech Input:* Marconi: *Microphones:* Marconi, RCA, WE.

CHLP, Montreal—*Location of Transmitter:* 180 E. St. Catharines St. *Make:* Northern. *Towers:* 2 Northern, 150 feet. *Speech Input:* Northern.

CKAC, Montreal—*Location of Transmitter:* St. Hyacinthe, Que. *Make:* WE. *Towers:* 2 Dominion Bridge, 310 feet. *Speech Input:* WE. *Microphones:* RCA, WE.

CHNC, New Carlisle—*Location of Transmitter:* New Carlisle. *Make:* Northern. *Tower:* 1 Blaw-Knox, 404 feet. *Speech Input:* Northern. *Microphones:* Northern.

CBV, Quebec—*Location of Transmitter:* Charlesbourg, Que. *Make:* Marconi, Northern. *Towers:* Two, 208 feet. *Speech Input:* Marconi. *Microphones:* Marconi.

CHRC, Quebec—*Location of Transmitter:* Victoria Hotel. *Make:* Marconi. *Tower:* One, 130 feet. *Microphones:* RCA, WE.

CKCV, Quebec—*Location of Transmitter:* 254 Marguerite Bourgeoys. *Make:* Marconi. *Towers:* Two, 150 feet. *Speech Input:* Northern. *Microphones:* Northern.

CJBR, Rimouski—*Location of Transmitter:* N. D. du Sacre-Coeur. *Make:* Marconi. *Tower:* One, 195 feet. *Speech Input:* Marconi. *Microphones:* Northern.

CKRN, Rouyn—*Location of Transmitter:* P. O. Box 340. *Make:* Northern. *Tower:* One, 75 feet. *Speech Input:* Northern.

CHLT, Sherbrooke—*Location of Transmitter:* Ascott Corners, Que. *Make:* Marconi. *Tower:* One, 200 feet. *Speech Input:* Collins. *Microphones:* WE.

CHLN, Three Rivers—*Location of Transmitter:* Three Rivers. *Make:* Marconi. *Tower:* One, 200 feet. *Speech Input:* Collins. *Microphones:* WE, RCA.

CKVD, Val d'Or—*Location of Transmitter:* Val d'Or. *Make:* Marconi: *Tower:* One 100 feet. *Speech Input:* RCA. *Microphones:* RCA.

SASKATCHEWAN

CHAB, Moose Jaw—*Location of Transmitter:* Grant Hall Hotel. *Make:* Marconi. *Towers:* Two, 60 feet. *Speech Input:* Marconi. *Microphones:* RCA.

CKBI, Prince Albert—*Location of Transmitter:* Prince Albert. *Make:* Northern. *Tower:* One, 175 feet. *Speech Input:* Northern.

CJRM, Regina—*Location of Transmitter:* Pilot Butte, Sask. *Make:* Northern. *Towers:* 1 Blaw-Knox, 404 feet. *Speech Input:* Northern. *Microphones:* Northern.

CKCK, Regina—*Location of Transmitter:* Victoria Plains, Sask. *Make:* RCA. *Towers:* One, 245 feet. *Speech Input:* RCA. *Microphones:* RCA.

CFQC, Saskatoon—*Location of Transmitter:* Saskatoon. *Make:* Marconi. *Towers:* Two, 215 feet. *Speech Input:* Gates, Marconi. *Microphones:* RCA.

CBK, Watrous—*Location of Transmitter:* Watrous. *Make:* RCA. *Tower:* 1 Canadian Bridge, 455 feet. *Speech Input:* RCA. *Microphones:* RCA.

CJGX, Yorkton—*Location of Transmitter:* Yorkton. *Make:* Marconi. *Towers:* 2 Dominion Bridge, 150 feet. *Speech Input:* Marconi. *Microphones:* Northern.

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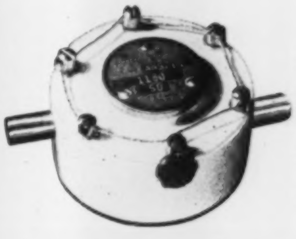

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Full Text of

North American Regional Broadcasting Agreement

(Allocations Treaty Adopted at Havana, December 13, 1937)

Governments Participating—Canada, Cuba, Dominican Republic, Haiti, Mexico and United States

Following is the complete text of the treaty governing the distribution of the 106 channels in the broadcast band, ranging from 550 to 1600 kc., drawn up at the Inter-American Radio Conference in Havana, Nov. 1 to Dec. 13, 1937. The treaty became valid when the four principal nations (United States, Canada, Mexico and Cuba) ratified it. It provides that it may be made effective one year after ratification, to remain in force for five years. Cuba ratified Dec. 22, 1937; the United States, June 15, 1938; Canada, Nov. 29, 1938; Mexico, Dec. 28, 1939. Effective date is to be ordered some time in 1940 by agreement of the signatory administrations.

I

Purpose and Scope of This Agreement

1. *Purpose of Agreement*—The purpose of this Agreement is to regulate and establish principles covering the use of the standard broadcast band in the North American Region so that each country may make the most effective use thereof with the minimum technical interference between broadcast stations.

2. *North American Region* — The North American Region (hereinafter referred to as "Region") for the purpose of this Agreement shall be deemed to include and to consist of the following countries: Canada, Cuba, Dominican Republic, Haiti, Mexico, Newfoundland, and United States of America.

3. *Standard broadcast band* — The standard broadcast band shall be deemed to be the band of frequencies extending from 550 to 1600 kc, both inclusive, both 550 kc. and 1600 kc. being the carrier frequencies of broadcasting channels as hereinafter defined. The Governments agree, subject to the provisions of Article 7 of the General Radio Regulations annexed to the International Telecommunications Convention Madrid, 1932, that this band of frequencies shall be allocated exclusively to broadcasting in the Region.

4. *Sovereign right to use channels*—The sovereign right of all countries, parties to this Agreement, to the use of every channel in the standard broadcast band is recognized. The Governments recognize, however, that until technical developments reach a state permitting the elimination of radio interference of international character, a regional arrangement between them is necessary in order to promote standardization and to minimize interference.

5. *Regional character of Agreement*—The Governments recognize that this Agreement, and each provision thereof, is a regional arrangement within the meaning of, and authorized by the International Telecommunications Convention and the General Radio Regulations annexed thereto.

II

Technical

A. Definitions

1. *Broadcast station*—A station the emissions of which are primarily intended to be received by the general public.

2. *Broadcast channels—550 to 1600 kc.*—A broadcast channel is a band of frequencies ten (10) kc. in width, with the carrier frequency at the center. Channels shall be designated by their assigned carrier frequencies. Carrier frequencies assigned to broadcast stations shall begin at 550 kc. and be in successive steps of 10 kc. No intermediate frequency shall be assigned as the carrier frequency of any broadcast station.

3. *Service areas:*

(a) *Primary service area*—The primary service area of a broadcast station is the area in which the ground wave is not subject to objectionable interference or objectionable fading.

(b) *Secondary service area* — The secondary service area of a broadcast station is the area served by the sky wave and not subject to objectionable interference. The signal is subject to intermittent variations in intensity.

4. *Dominant stations* — A "dominant" station is a Class I station, as hereinafter defined, operating on a clear channel.

5. *Secondary station* — A "secondary" station is any station except a Class I station operating on a clear channel.

6. *Objectionable interference* — Objectionable interference is the degree of interference produced when, at a specified boundary or field intensity contour with respect to the desired station, the field intensity of an undesired station (or the root-mean-square value of field intensities of two or more stations on the same frequency) exceeds for ten (10) percent or more of the time the values hereinafter set forth in this Agreement.

7. *Power* — The power of a radio transmitter is the power supplied to the antenna. The power in the antenna of a modulated-wave transmitter shall be expressed in two numbers, one indicating the power of the carrier frequency supplied to the antenna, and the other the actual maximum percentage of modulation.

8. *Spurious radiation* — A spurious radiation from a transmitter is any radiation outside the frequency band of emission normal for the type of transmission employed, including any harmonic modulation products, key clicks, parasitic oscillations and other transient effects.

9. *English, French and Spanish equivalents*—It is agreed that, as used in this Agreement, the French and Spanish words below set forth are respectively the equivalent of, and mean the same as, the English terms opposite which they appear:

English	*French*	*Spanish*
Clear channel	Frequence libre	Canal despejado
Objectionable interference	Brouillage nuisible	Interferencia objetable

Classes of Channels and Allocation Thereof

1. *Three classes* — The 106 channels in the standard broadcast band are divided into three principal classes—clear, regional and local.

2. *Clear channel*—A clear channel is one on which the dominant station or stations render service over wide areas and which are cleared of objectionable interference, within their primary service areas and over all or a substantial portion of their secondary service areas.

3. *Regional channel* — A regional channel is one on which several stations may operate with powers not in excess of 5 kw. The primary service area of a station operating on any such channel may be limited, as a consequence of interference, to a given field intensity contour.

4. *Local channel*—A local channel is one on which several stations may operate with powers not in excess of 250 watts. The primary service area of a station operating on any such channel may be limited, as a consequence of interference, to a given field intensity contour.

5. *Number of channels of each class*—The number of channels of each class shall be as follows:

Clear channels	59
Regional channels	41
Local channels	6
	106

6. *Allocation of specific channels to each class*—The channels are allocated to the several classes as follows:

Clear channels. The following channels are designated as clear channels: 640 650 660 670 680 690 700 710 720 730 740 750 760 770 780 800 810 820 830 840 850 860 870 880 890 900 940 990 1000 1010 1020 1030 1040 1050 1060 1070 1080 1090 1100 1110 1120 1130 1140 1160 1170 1180 1190 1200 1210 1220 1500 1510 1520 1530 1540 1550 1560 1570 and 1580.

Regional channels. The following channels are designated as regional channels: 550 560 570 580 590 600 610 620 630 790 910 920 930 950 960 970 980 1150 1250 1260 1270 1280 1290 1300 1310 1320 1330 1350 1360 1370 1380 1390 1410 1420 1430 1440 1460 1470 1480 1590 1600.

Local channels. The following channels are designated as local channels: 1230 1240 1340 1400 1450 and 1490 kc.

7. *Use of regional and local channels by countries*—All countries may use all regional and all local channels, subject to the power limitations and standards for prevention of objectionable interference set forth in this Agreement.

8. *Priority of use of clear channels by countries*—

(a) The clear channels are assigned for priority of use by Class I and II stations in the several countries in accordance with the table set forth in Appendix I.

(b) Each such channel shall be used in a manner conforming to the best engineering practice with due regard to the service to be rendered by the dominant stations operating thereon, as set forth elsewhere in this Agreement. If, for one year within the term of this Agreement, a country fails to make any use of a clear channel thus assigned to it, the channel shall be considered open for use by the other countries, parties to this Agreement, pursuant to such arrangement as may be agreed upon by their respective administrations and without any necessity for revision of this Agreement.

(c) No country to which a clear channel has been thus assigned shall permit, or agree to permit, any other country to use such channel in a manner not in conformity with this Agreement without first giving 60 days (calendar days) advance notice of its intention so to do to all other countries, parties to this Agreement. If during this period of 60 days (calendar days) any other country shall present objections to such proposed use of the channel, the country to which the clear channel has been assigned shall not permit, or agree to permit, such proposed use until the difference presented by the objection has been amicably resolved.

(d) If within the period of this Agreement the country to which a clear channel has been assigned shall have made use of the channel but not in the manner above prescribed or not to the extent required by the provisions of this Agreement, such country shall be considered as having relinquished that portion of the rights which it has not used and at the expiration of this Agreement the other countries party thereto shall have the right, if they see fit, to withdraw the unused privileges from such country and to reassign them to any or all of the other interested countries.

C—Classes of Stations and Use of The Several Classes of Channels

1. *Classes of stations* — Broadcast stations are divided into four princi-

(*Continued on page 364*)

Changes of Channel Assignments

Under the Havana Treaty

A broadcast station assigned to a channel in Column 1 will be changed to the channel on the same horizontal line in Column 2 to comply with North American Regional Broadcasting Agreement (see note). Figures indicate kilocycles.

Col. 1	*Col. 2*	*Col. 1*	*Col. 2*	*Col. 1*	*Col. 2*
550	550	910	*	1260	1290
560	560	920	950	1270	1300
570	570	930	960	1280	1310
580	580	940	970	1290	1320
590	590	950	980	1300	1330
600	600	960	*	1310	1340
610	610	970	1000	1320	1350
620	620	980	1020	1330	1360
630	630	990	1030	1340	1370
640	640	1000	1040	1350	1380
650	650	1010	690, 740, 990 or 1050	1360	1390
660	660			1370	1400
670	670	1020	1060	1380	1410
680	680	1030	*	1390	1420
690	*	1040	1080	1400	1430
700	700	1050	1070	1410	1440
710	710	1060	1090	1420	1450
720	720	1070	1100	1430	1460
730	*	1080	1110	1440	1470
740	750	1090	1120	1450	1480
750	760	1100	1130	1460	1500
760	770	1110	1140	1470	1510
770	780 or 1110	1120	1150	1480	1520
780	790	1130	1160	1490	1530
790	810	1140	1070 or 1170	1500	1490
800	820	1150	1180	1510	*
810	830	1160	1170 or 1190	1520	*
820	840	1170	1200	1530	1590
830	850	1180	1170 or 1200	1540	*
840	*	1190	1210	1550	1600
850	870	1200	1230	1560	*
860	880	1210	1240	1570	*
870	890	1220	1250	1580	*
880	910	1230	1260	1590	*
890	920	1240	1270	1600	*
900	930	1250	1280		

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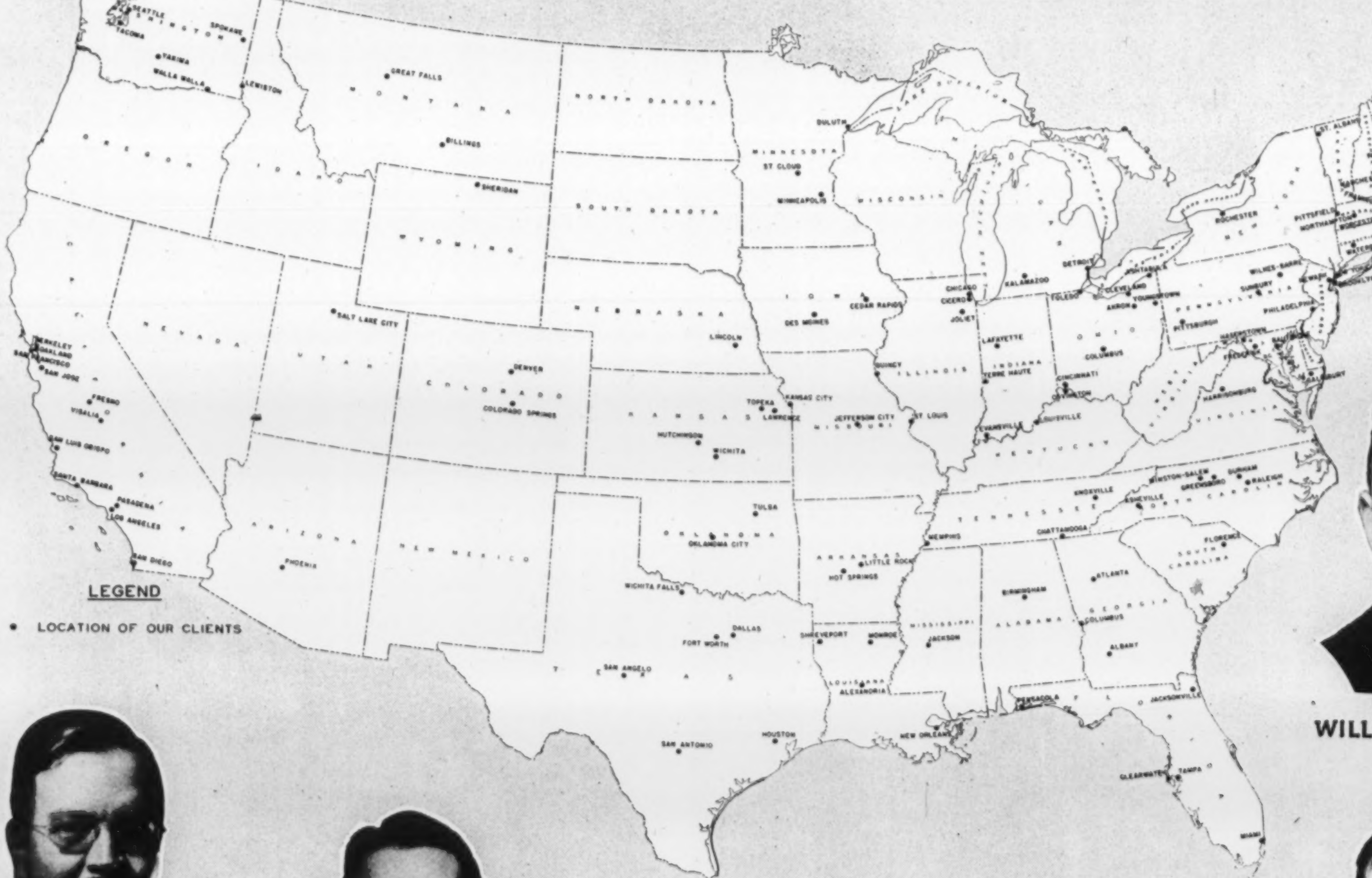
*Not assigned in U. S.

Some changes in individual cases not in accordance with the above change of channels may be necessary to avoid interference on adjacent channels or other considerations.

WE COVER THE UNITED STATES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TACOMA
SPOKANE
YAKIMA
WALLA WALLA
LEWISTON
GREAT FALLS
BILLINGS
SHERIDAN
SALT LAKE CITY
DENVER
COLORADO SPRINGS
BERKELEY
OAKLAND
SAN FRANCISCO
SAN JOSE
FRESNO
VISALIA
SAN LUIS OBISPO
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LOS ANGELES
SAN DIEGO
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DULUTH
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FORT WORTH
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CLYDE H. BOND

GLENN D. GILLETT
& ASSOCIATES

Consulting Radio Engineers

WASHINGTON, D. C.

Full Text of North American Regional Broadcasting Agreement

(*Continued from page 362*)

pal classes, to be designated Class I, Class II, Class III, and Class IV, respectively.

2. *Definitions of classes*—The four classes of broadcast stations are defined as follows:

Class I: A dominant station operating on a clear channel and designed to render primary and secondary service over an extended area and at relatively long distances. Class I stations are subdivided into two classes:

Class I-A: A Class I station which operates with power of 50 kw or more and which has its primary service area, within the limits of the country in which the station is located, free from objectionable interference from other stations on the same and adjacent channels, and its secondary service area, within the same limits, free from objectionable interference from stations on the same channel, in accordance with the engineering standards hereinafter set forth.

Class I-B: A Class I station which operates with power of not less than 10 kw or more than 50 kw and which has its primary service area free from objectionable interference from other stations on the same and adjacent channels and its secondary service area free from objectionable interference from stations on the same channel, in accordance with the engineering standards hereinafter set forth.

(a) When two Class I-B stations on the same channel are separated by a distance of 2800 miles or more, neither station shall be required to install a directional antenna.

(b) When two Class I-B stations on the same channel are separated by a distance of more than 1800 miles and less than 2800 miles, it will, in the absence of proof to the contrary, be assumed that each station is free of objectionable interference caused by the other and neither shall be required to install directional antennae or take other precautions to avoid such interference. In case the existence of objectionable interference is proved, the governments concerned will consult with each other regarding the desirability and practicality of installation of directional antennae or the taking of other precautions to eliminate the interference and will determine by special arrangement the measures, if any, to be taken.

(c) When two Class I-B stations on the same channel are separated by a distance less than 1800 miles, it will, in the absence of proof to the contrary, be assumed that the installation of directional antennae or the taking of other precautions to avoid interference is necessary, and the governments concerned will consult with each other and will take such measures as may be agreed upon between them to the end that the objectionable interference may be reduced or eliminated.

Class II: A "secondary" station which operates on a clear channel and is designed to render service over a primary service area which, depending on geographical location and power used, may be relatively large, but which is limited by and subject to such interference as may be received from Class I stations. A station of this class shall operate with power of not less than 0.25 kw. or more than 50 kw. Whenever necessary a Class II station shall use a directional antenna or other means to avoid interference, in accordance with the engineering standards hereinafter set forth, with Class I stations and with other Class II stations.

Class III: A station which operates on a regional channel and is designed to render service primarily to a metropolitan district and the rural area contained therein and contiguous thereto. Class III stations are subdivided into two classes:

Class III-A: A Class III station which operates with power not less than one kilowatt or more than five kilowatts and the service area of which is subject to interference in accordance with the engineering standards hereinafter set forth.

Class III-B: A Class III station which operates with a power not less than 0.5 kw or more than 1 kw night and 5 kw daytime and the service area of which is subject to interference in accord with the engineering standards hereinafter set forth:

Class IV: A station using a local channel and designed to render service primarily to a city or town and the suburban and rural areas contiguous thereto. The power of a station of this class shall not be less than 0.1 kw or more than 0.25 kw and its service area is subject to interference in accord with the engineering standards hereinafter set forth.

3. *Change of class*—If a station or stations in Class III-B located in any country can, through the use of directional antennae or otherwise, so reduce the interference caused or received by such station or stations to the field contour to which interference to stations in Class III-A is allowed, such station or stations shall automatically be classified and included in Class III-A and shall thereafter be so recognized and treated by the Administrations of all countries within the Region.

4. *Use of clear channels:*

(a) In principle and subject only to the exception hereinafter set forth, Class I stations shall be assigned only to clear channels.

(b) Class II stations may be assigned to clear channels only on condition that objectionable interference will not be caused to any Class I stations. Where any country has priority of use of a clear channel for any class I-A station, no other country shall assign any Class II station to that channel for nighttime operation (from sunset to sunrise at the location of the Class II station) unless such Class II station is located not less than 650 miles from the nearest border of the country in which the Class I-A station is located; provided, however, that where an assignment for a Class II station is specifically stated in Appendix I, such assignment shall be deemed as authorized under the limitations therein set forth.

5. *Use of regional channels:*

(a) In general only Class III-A and Class III-B stations shall be assigned to regional channels.

(b) On condition that interference be not caused to any Class III-A or Class III-B station, and subject to such interference as may be received from Class III-A or Class III-B stations, Class IV stations may be assigned to regional channels.

(c) Because of their geographical location with respect to the North American continent, special consideration will be given to the use by Cuba, the Dominican Republic, Haiti and Newfoundland of stations of Classes I and II assigned to certain regional channels under certain conditions, with respect to power and precautions to avoid objectionable interference as set forth in Appendix VII.

6. *Use of local channels*—Only Class IV stations shall be assigned to local channels.

D. Service and Interference

1. *Satisfactory signal*—It is recognized that, in the absence of interference from other stations and in regions where the natural electrical noise level is not abnormally high, a signal of 100 microvolts per meter constitutes a usable signal in rural and sparsely settled areas but that, because of the higher electrical noise levels in more thickly populated communities, greater field intensities (ranging as high as 25 millivolts or more in cities) are necessary to render satisfactory service. It is further recognized that it is not possible to accord protection to stations from objectionable interference over the entire areas over which their signals are or may be above the electrical noise level, particularly at night, and that it is necessary to specify boundaries or contours at or within which stations are protected from objectionable interference from other stations.

2. *Areas protected from objectionable interference*—The boundaries or contours at and within which the several classes of stations shall be protected from objectionable interference are as set forth in Appendix II. No station, however, need be protected from objectionable interference at any point outside the boundaries of the country in which such station is located.

With respect to the root-mean-square values of interfering field intensities referred to herein, it shall be understood to apply in determining the interference between existing stations and no station thereafter assigned the channel shall increase the root-mean-square value of the interfering field intensity above the maxima specified in the attached tables.

3. *Objectionable interference on the same channel*—Objectionable interference shall be deemed to exist to a station when, at the boundary or field intensity contour specified in Appendix II with respect to the class to which the station belongs, the field intensity of an interfering station (or the root-mean-square value of the field intensities of two or more interfering stations) operating on the same channel, exceeds for ten (10) percent or more of the time the value of the permissible interfering signal set forth opposite such class in Appendix II.

4. *Interference to dominant clear channel stations*—A station shall be considered as not capable of causing objectionable interference to a Class I clear channel station on the same frequency when it is separated from the dominant clear channel station by a difference of 70 degrees or more of longitude.

5. *Objectionable interference on adjacent channels*—It is recognized, in principle, that objectionable interference may be caused to a desired station when, at or within the specified contours of a desired station, the field intensity of the ground wave of an undesired station operating on an adjacent channel (or the root-mean-square value of the field intensities of two or more such undesired stations operating on the same adjacent channel) exceeds a value determined by the following ratio:

Separation between channels	*Minimum permissible ratio of desired to undesired signals*
10 kc.	1 to 0.5
20 kc.	1 to 10
30 kc.	1 to 50

For convenient reference, the maximum permissible values of interfering signals on such adjacent channels at specified contours are set forth in Appendix III, Table I.

6. *Application of standards to existing stations:*

(a) For the purpose of estimating objectionable interference, all stations (other than those of Class II) shall be assumed to use the maximum power permitted to their respective classes. In this connection, the power of Class I-A stations shall be considered to be 50 kw. or the actual power, if higher.

(b) After this agreement has been placed in operation a station thereafter assigned a channel already assigned to other stations shall not be considered as preventing existing stations from increasing their power to the maximum allowed their class, even though such power increase may limit the newly assigned station to a field intensity contour of higher value than that permitted its class.

7. *Frequency stability*—The operating frequency of each broadcast station shall be maintained to within 50 cycles of the assigned frequency until January 1, 1939, and thereafter the frequency of each new station or each station where a new transmitter is installed shall be maintained within 20 cycles of the assigned frequency, and after January 1, 1942, the frequency of all stations shall be maintained within 20 cycles of the assigned frequency.

8. *Spurious radiation*—The governments shall endeavor to reduce and, if possible, eliminate spurious radiations from broadcast stations. Such radiations shall be reduced in all cases until they are not of sufficient intensity to cause interference outside the frequency band required for the type of emission employed. With respect to type A-3 emissions (radio-telephony) the transmitter should not be modulated in excess of its modulation capability to the extent that interfering spurious radiations occur, and, with respect to amplitude modulation, the operating percentage of modulation should not be less than seventy-five (75) percent on peaks of frequent recurrence. Means should be employed to insure that the transmitter is not modulated in excess of its modulation capability.

E. Determination of Presence of Objectionable Interference

1. *Antenna performance* — For the purpose of calculating the presence and the degree of objectionable interference, stations of the several classes shall be assumed to produce effective field, corrected for absorption, for one kilowatt of input power to the antenna, as follows:

Class of Station	*At One Mile*	*At One Kilometer*
I	225 mv/m	362 mv/m
II and III	175 mv/m	282 mv/m
IV	150 mv/m	241 mv/m

In case a directional antenna is employed, the interfering signal of a broadcasting station will vary in different directions. To determine the interference in any direction, in the absence of actual interference measurements, the horizontal and vertical field intensity patterns of the directional antenna must be calculated and by comparing the appropriate vectors in the horizontal or vertical pattern with that of a nondirectional with the same effective field, the interfering signal toward any other station can be expressed in terms of kilowatts. This rating in kilowatts shall be applied in the use of mileage separation tables or in computing distances from the propagation curves or tables.

2. *Power*—The power of a station shall, for the purposes of notifications required by this Agreement, be determined in one of the following manners:

(a) By taking the product of the square of the antenna current and the antenna resistance (antenna input power).

(b) By determination of the station's effective field intensity, corrected for absorption, by making sufficient field intensity measurements on at least eight radials as nearly equally spaced as practicable and by relating the field intensity thus determined to the effective field intensity of a station having the antenna efficiency stipulated above for its class.

3. *Methods of determining the presence of objectionable interference* — The existence or absence of objectionable interference from stations on the same or adjacent channels shall be determined by one of the following methods:

(a) By actual measurements contained in the method hereinafter prescribed;

or, with the mutual consent of the countries concerned:

(b) By reference to the propagation curves in Appendices IV and V, or

(c) By reference to the distance tables set forth in Appendix VI.

4. *Actual proof of existence or absence of objectionable interference*—The existence or absence of objectionable interference may be proved by field intensity measurements or recordings made with suitable apparatus, duly calibrated, by Government

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Full Text of North American Regional Broadcasting Agreement

engineers or other engineers as may be mutually acceptable to the Governments concerned. Such field intensity measurements shall be made in the manner and for the periods of time mutually agreed upon by the Governments concerned.

The contracting Governments agree to facilitate the making of the measurements by requiring the stations involved to remain silent or operate in the manner deemed necessary, and at such times as not to interrupt regular schedules.

5. *Proof based on propagation curves and distance tables:*

(a) *Sky wave curves*—In computing the distance to the 50 per cent sky wave field intensity contour of a Class I station of a given power, and also in computing the 10 percent skywave field intensity of an alleged interfering station, of any class and given power, at a specified distance, use may be made of the appropriate graphs set forth in Appendix V, entitled "Average Sky Wave Field Intensity Corresponding to the Second Hour after Sunset in the Recording Station, 100 Millivolt per Meter at One Mile (161 at one kilometer)".

(b) *Ground wave curves*—The distance to any specified ground wave field intensity contour may be determined from appropriate ground wave curves plotted for the frequency under consideration and the conductivity and dielectric constant of the earth between the station and desired contour. The frequency and the conductivity of the earth must be considered in every case and where the distance is great due allowance must be made for loss due to curvature of the earth. A family of curves is necessary for this purpose. A graph for a conductivity of 10-13 is set forth in Appendix IV, entitled "Ground Wave Field vs. Distance for One Kilowatt Radiated From Short Antenna". Three frequencies in the standard broadcast band are given. For other frequencies and soil conditions (conductivity and dielectric constant) other curves are required. A conductivity of 10-13 is considered average and is used throughout in determining the ground wave value for computing the mileage separation tables.

(c) *Distance tables*—Table I shows the required day separation in miles between broadcast stations on the same channel. Table II gives the required distance in miles from the boundary of a country in which a Class I-A station is located for the daytime operation of a Class II station on the same channel in another country. Table III gives the required separation in miles between broadcast stations on adjacent channels during both daytime and nighttime. Table IV gives the required night separation in miles between broadcast stations operating on the same channel. The assumed conditions of operation are given in Appendix VI.

The tables are based upon the use of nondirectional antennas but, in case a directional antenna is employed at a particular station, it will be necessary to consider the radiation distribution of the directional antenna involved and to modify the mileage separation accordingly. The night separation tables for stations on the same frequency are computed from the skywave curve given in Appendix V. These curves are based on extensive measurements of the skywave produced by broadcasting stations and shall be considered as accurate in all cases unless proof to the contrary is available as set out in Section E 4. The mileage separation tables for the same channel during daytime and for adjacent channels day and night are computed from the groundwave curve in Appendix IV. Tables apply only in case the frequency is 1000 kc and the assumed soil conductivity and dielectric constant prevail. Since these values vary in every case the tables for daytime and adjacent channel separation cannot be used except as a general guide. In any case under consideration an estimate of the mileage separation required may be made from the operating frequency and known or assumed soil conditions. To determine the interference accurately, measurements must be made in accordance with Section E 4 on the frequency under consideration or on another frequency and from the curves the values may be determined for the desired frequency.

F. Miscellaneous

1. *Engineering standards*—The engineering standards set forth in this Agreement are subject to revision when justified by technical advances in the art, with the mutual consent of the governments parties to this Agreement.

Attachments:

Appendix I — Priority of use of clear channels for Class I and II stations.

Appendix II—Protected service and interference.

Appendix III—Adjacent channel interference.

Appendix IV—Ground wave graphs.

Appendix V—Sky wave graphs.

Appendix VI—Mileage separation tables.

Appendix VII — Engineering requirements for use of regional channels by Class II stations.

III

Notification and Effect Thereof

1. *Initial notification*—Each Government shall, as soon as possible after ratification of this Agreement, and in any event not later than 180 days prior to the effective date thereof, transmit to the other Governments:

(a) A complete list of all broadcast stations actually in operation in its country in the standard broadcast band both as of the date of the signing of this Agreement and as of the date of transmitting said list, showing with respect to each station its call signal, location, frequency, power, and antenna characteristics together with all changes authorized to be made with respect to said stations on or before the effective date of this Agreement, and the classification claimed for each such station.

(b) A complete list of all changes authorized to be made with respect to said stations after the effective date of this Agreement, the dates on or before which such changes are to be consummated, and the classification claimed for each such station under this Agreement when the proposed change has been consummated.

(c) A complete list of all new broadcast stations authorized but not yet in operation, showing with respect to each such station its call signal, location, frequency, power and antenna characteristics, the date and or before which each such station shall commence operation, and the classification claimed for it under this Agreement.

(d) The Governments agree that prior to the effective date of this Agreement, they will, so far as possible, resolve all conflicts that may arise between them as a result of the foregoing initial listings, and that, notwithstanding some such conflicts may

(*Continued on page 366*)

ENGINEERING SERVICES
FOR RADIO STATIONS

Allocation Engineering
Frequency Surveys
Antenna Designs
of all Types
Particular Consideration to Directional
Characteristics
Counsel on Station Construction
Location of Station Sites

Equipment Studies
Engineering Counsel
Field Intensity Measurements
General Communication Problems
Engineering Consultants
Before
Federal Communications Commission

McNARY and CHAMBERS
NATIONAL PRESS BUILDING
NATIONAL 4048
WASHINGTON, D. C.
James C. McNary
Joseph A. Chambers

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(*Continued from page 365*)

remain unresolved, they will cooperate to the end that there be no delay in putting the provisions of this Agreement into full force and effect on that date.

(e) In resolving conflicts in the use of clear channels, and in the listing of Class I and Class II stations, the provisions of this Agreement and particularly of Appendix I shall be controlling. In resolving conflicts in the use of regional and local channels, and in the listing of Class III and Class IV stations, priority of use shall be recognized in each country with respect to stations which at the time of signing of this Agreement are in actual operation, which in substance conform to the definitions of said classes as set forth in this Agreement, and with respect to which no substantial change is made or proposed; a change of frequency in order to conform to the designation of channels in this Agreement shall not be deemed a substantial change.

2. *Subsequent notifications* — After the effective date of this Agreement and throughout the period during which it shall remain in effect, each Government shall promptly notify the other Governments by registered letter of all further changes in existing broadcast stations and of all further new broadcast stations, together with similar information with regard to each such change or new station, and the proposed date on which each such change is to go into effect and on which each such new station is to actually commence operation.

3. *Effect of notification*—Each government may, within 30 days of receiving notification of any proposed change in the assignment of an existing station or of the authorization of a new station in another country, notify the Government of the latter country of any objection it may have thereto under the terms of this Agreement.

4. *Conflict between notifications*—To be valid, notifications of changes in the assignments of existing stations, or of authorizations of new stations must be such that the assignments proposed therein are in accordance with this Agreement and are such as not to involve objectionable interference to existing stations in other countries, assigned and operating in accordance with this Agreement. As between two or more notifications of changes or authorizations of new stations proceeding from different countries, after the effective date of this Agreement, priority in the date of mailing of notification shall govern.

5. *Cessation of effect*—(a) A notification of a proposed change in the assignment of an existing station or of an authorization of a new station shall cease to have any force and effect if, within one year of the date thereof such change shall not have been actually consummated or such new station shall not have actually commenced continuous operation.

(b) In special cases in which circumstances beyond the control of the Administration concerned have prevented the completion of the change or the construction of the new station, the term of the original notification may be extended for a period of six months.

6. *Berne Bureau* — The foregoing notifications shall be made independently of and in addition to those which, under current practice, are sent to the Bureau of the International Telecommunications Union.

IV

Arbitration

In case of disagreement between two or more contracting Governments concerning the execution of this Agreement the dispute, if it is not settled through diplomatic channels, shall be submitted to arbitration at the request of one of the Governments in disagreement. Unless the parties in disagreement agree to adopt a procedure already established by treaties concluded between them for the settlement of international disputes, the procedure shall be that provided for in Article 15 of the International Telecommunications Convention of Madrid, 1932.

V

Ratification, Execution and Denunciation

1. *Ratification*—To be valid this Agreement must be ratified by Canada, Cuba, Mexico and the United States of America.

If and when three of said four countries shall have ratified and the fourth shall, through unavoidable circumstances, have been unable to ratify but shall have signified to those countries that have ratified its readiness, pending ratification and as an administrative measure, to put the provisions of this Agreement (including the contents of Appendix I) into effect in whole or in part, then such country, together with those countries which shall have ratified, may, by administrative agreement between them, fix a definite date on which they shall give effect to such provisions, which date shall preferably be one year from the date of such administrative agreement.

The ratification must be deposited, as soon as possible, through diplomatic channels, in the archives of the Government of Cuba. This same Government shall, through diplomatic channels, notify the other signatory Governments of the ratifications as soon as they are received.

2. *Effect of ratification*—This Agreement shall be valid only as between such countries as shall have ratified it.

3. *Execution*—The contracting Governments undertake to apply the provisions of this Agreement, and to take steps necessary to enforce said provisions upon the private operating agencies recognized or authorized by them to establish and operate broadcast stations within their respective countries.

4. *Denunciation* — Each contracting Government shall have the right to denounce this Agreement by a notification addressed, through diplomatic channels, to the Government of Cuba, and announced by that Government, through diplomatic channels, to all the other contracting Governments. This denunciation shall take effect at the expiration of the period of one year from the date on which the notification was received by the Government of Cuba. This effect shall apply only to the author of the denunciation. This Agreement shall remain in force for the other contracting Governments but only as between such Governments.

VI

Effective Date and Term of the Agreement

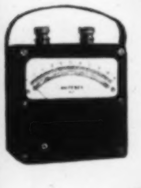
1. Except for the provisions of Section 1 of Part III, Section 1 of Part V, and paragraph 3 of Table VI of

(*Continued on page 367*)

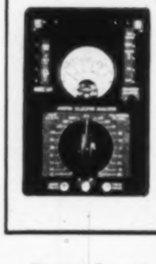
HIGH LEVEL
MONITORING
minus
EYE FATIGUE
DB
-20
-10
-7
-5
-3
-2
-1
0
+1
+2
+3
DB
20
40
60
80
100

INSTRUMENTS FOR EVERY COMMUNICATIONS NEED

Model 45 Precision Portable DC Instruments


Model 430 Portable AC-DC Instruments

Model 763 Direct-Reading Ohmmeter


Model 665 Volt-Ohm-Milliammeter

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TYPE 30

VOLUME LEVEL INDICATOR

With improved pointer action which reduces fluttering to a minimum, plus a widely spaced scale with minimum markings, the WESTON Type 30 Volume Level Indicator *forestalls* eye-strain and fatigue . . . materially aiding the operator in maintaining a high standard of signal quality. Complete information on Type 30, as well as on other instruments for use in broadcasting, communications and allied fields is available. Write to Weston Electrical Instrument Corporation, 641 Frelinghuysen Ave., Newark, N. J.

Appendices and Tables: Allocation Provisions of Havana Agreement

APPENDIX I

Under the provisions of Section II of this Agreement each country may use all the 106 channels when technical conditions with respect to interference to established stations are such as to render such use practicable. However, priority of use on specified clear channels is recognized for the following number of Class I and II stations in each country.

TABLE I

Canada	14
Cuba	9*
Dominican Republic	1
Haiti	1
Mexico	15
Newfoundland	2*
United States	63

*See Table V for special arrangements provided for Cuba and Newfoundland.

These stations and the conditions of their operation are as specified in Tables II, III, IV, V, VI, VII and VIII following herewith.

TABLE II

Class I-A Stations

(Canada, Cuba, and Mexico)

Frequency	*Location of Stations*
690	Quebec, Canada
730	Mexico, D. F.
740	Ontario, Canada
800	Sonora, Mexico
860	Ontario, Canada
900	Mexico, D. F.
990	Manitoba, Canada
1010	Alberta, Canada
1050	Nuevo Leon, Mexico
1220	Yucatan, Mexico
1540	Santa Clara, Cuba
1570	Nuevo Leon, Mexico
1580	Quebec, Canada

TABLE III

Class I-B Stations

Frequency	*Location of stations*	*Power Limitation (Kw.)*	*Requirements as to directional antennas*
810	New York, U. S. A.	—	None
810	California, U. S. A.	—	To be determined
940	Quebec, Canada	5 kw. min. permissible	Determine from operation
940	Mexico, D. F.	—	Determine from operation
1000	Jalisco, Mexico	20	To be determined
1000	Washington, U. S. A.	—	To be determined
1000	Illinois, U. S. A.	—	To be determined
1010	Havana, Cuba	—	Determine from operation
1060	Mexico, D. F.	—	To be determined
1060	Pennsylvania, U. S. A.	—	To be determined
1070	Maritime Provinces, Canada	—	None
1070	California, U. S. A.	—	None
1080	Connecticut, U. S. A.	—	To be determined
1080	Texas, U. S. A.	—	To be determined
1090	Baja Calif., Mexico	—	To be determined
1090	Maryland, U. S. A.	—	To be determined
1090	Arkansas, U. S. A.	—	To be determined
1110	North Carolina, U. S. A.	—	To be determined
1110	Nebraska, U. S. A.	—	To be determined
1130	British Columbia, Canada	5 kw. min. permissible	None
1130	New York-New Jersey, U. S. A.	—	None
1140	Chihuahua, Mexico	—	To be determined
1140	Virginia, U. S. A.	—	To be determined
1170	Oregon, U. S. A.	—	To be determined
1170	Oklahoma, U. S. A.	—	To be determined
1170	West Virginia, U. S. A.	—	To be determined
1190	Sinaloa, Mexico	—	To be determined
1190	Indiana, U. S. A.	—	To be determined
1550	Ontario, Canada	—	Determine from operation
1550	Vera Cruz, Mexico	20	Determine from operation
1560	Havana, Cuba	—	

TABLE IV

Class II Stations

Frequency	*Location of stations*	*Power Limitation (Kw.)*	*Requirements as to directional antennas*
640	Newfoundland	—	None
690	Kansas-Oklahoma, U. S. A.	—	To be determined[a]
740	Calif., U. S. A.	—	To be determined[b]
800	Ontario, Canada	5	To be determined
810	Tamaulipas (Tampico) Mexico	50	To be determined
900	Quebec, Canada	5	To be determined
990	Tennessee, U. S. A.	—	To be determined[c]
1000	Oriente, Cuba	10	To be determined
1050	New York, U. S. A.	—	To bo determined
1060	Alberta, Canada	10	To be determined
1070	Alabama, U. S. A.	—	To be determined
1080	Manitoba, Canada	15	To be determined
1080	Haiti	10	To be determined
1110	Mexico, D. F.	20	To be determined
1130	Louisiana, U. S. A.	—	To be determined
1170	Dominican Republic	10	To be determined
1190	Havana, Cuba	15	To be determined

[a] Permissible to increase field intensity above 25 uv/m (10% skywave) west of Minnesota on Canadian border.

[b] Same as [a] except west of North Dakota.

[c] Same as [a] except east of Minnesota. Also 650 miles from border requirement waived.

TABLE V

Class II Stations[a] on Regional Channels

(Cuba and Newfoundland)

Frequency	*Location of Stations*	*Maximum Power in kw.*
560	Newfoundland	10
570	Santa Clara, Cuba	15
590	Havana, Cuba	25
630	Havana, Cuba	15
1270	Havana, Cuba	10

[a] These stations shall use directional antennas to prevent objectionable interference to the Class III stations on the channel in accordance with Appendix VII.

TABLE VI

Special Conditions Affecting the United States

The 24 Class I and II stations in the United States which use clear channels with other countries party to this agreement are given in Tables III and IV.

The remaining 39 Class I and II stations of the United States will be assigned the following clear channels:

640 650 660 670 680 700 710 720 750 760 770 780 820 830 840 850 870 880 890 1020 1030 1040 1100 1120 1160 1180 1200 1210 1500 1510 1520 1530

It is recognized that the United States must make extensive adjustments in the assignments of its existing stations in order to make possible the carrying out of this Agreement, that these adjustments will require approximately a year, and that it is not possible for the United States at this time to specify on which of the said 32 channels it will have priority of use for Class I-A stations, Class I-B stations and Class II stations respectively, nor the locations of such stations, power and other information with respect thereto. The United States may assign Class I-A stations to at least 25 of said channels. The United States agrees that ninety days before the effective date of this Agreement it will communicate this information to each of the other countries parties to this Agreement, and such information, when communicated, shall be considered part of this Agreement as if fully set forth herein.

Nothing stated in this Agreement shall be construed to preclude the United States of America from asserting, and enjoying recognition of, priority of use with reference to certain other Class II stations (not included in the 63 stations mentioned in Table I) which are now in actual operation in the band 640-1190 kcs. and which are known under the Regulations of the Federal Communications Commission as "limited time stations" and "daytime stations" (having hours of operation limited to sunset taken either at their respective locations or at the locations of the respective dominant stations on clear channels and in some cases including hours not actually used by said dominant stations) which stations may, so far as permitted by the terms of this Agreement and the engineering standards herein set forth, be given assignments substantially equivalent to those they now enjoy.

TABLE VII

Special Conditions Regarding the Use of 1010 kc. by Cuba and Canada

With regard to the use of the clear channel of 1010 kc by a Class I-A station in Canada, and by a Class I-B station in Cuba, both countries mutually agree that the interfering signal shall not exceed for 10 per cent of the time or more the value of 50 microvolts per meter at the following points of measurement: in Cuba at any point east of the province of Camaguey, and in Canada at any point west of the province of Manitoba.

TABLE VIII

Special Conditions Affecting Canada

Nothing stated in this Agreement shall be construed to preclude Canada from asserting priority of use with reference to certain Class III and IV stations now in operation in Canada on existing clear and regional channels which through this Agreement will become of a class of channel which may not permit their use by Class III and IV stations.

(Continued on page 368)

Text of the Havana Treaty

(Continued from page 366)

Appendix I annexed hereto (which provisions shall go into effect immediately upon this Agreement becoming valid), this Agreement shall become effective one year after the date it shall have been ratified by the fourth of those Governments whose ratification is requisite to the validity of this Agreement. The Governments will cooperate to the end that, wherever possible, the provisions of this Agreement shall be carried out in advance of said effective date.

2. This Agreement shall remain in effect for a period of five years after said effective date.

VII

Adherence

This Agreement shall be open to adherence in the name of Newfoundland.

In witness whereof the respective plenipotentiaries have signed the Agreement in triplicate, one copy in English, one in Spanish, and one copy in French, each of which shall remain deposited in the archives of the Government of Cuba and a copy of each of which shall be forwarded to each Government.

Done at Habana, Cuba, December 13, 1937.

Appendices and Tables: Allocation Provisions of Havana Agreement

(Continued from page 367)

PROTECTED SERVICE CONTOURS AND PERMISSIBLE INTERFERENCE SIGNALS FOR BROADCAST STATIONS

APPENDIX II

TABLE I

Class of station	*Class of channel used*	*Permissible power*	*Boundary or signal intensity contour of area protected from objectionable interference* [a] *Day*	*Night*	*Permissible interfering signal* [b] *Day*	*Night* [c]
I A	Clear	50 kw or more	Boundary of country in which station is located		5 uv/m	25 uv/m [d]
I B	Clear	10 kw to 50 kw	100 uv/m	500 uv/m (50% sky wave)	5 uv/m	25 uv/m
II	Clear [d]	0.25 kw to 50 kw	500 uv/m [e]	2500 uv/m [e] (Ground wave)	25 uv/m [e]	125 uv/m [e]
III A	Regional	1 kw to 5 kw	500 uv/m	2500 uv/m (Ground wave)	25 uv/m	125 uv/m
III B	Regional	0.5 kw to 1 kw night and 5 kw day	500 uv/m	4000 uv/m (Ground wave)	25 uv/m	200 uv/m
IV	Local	0.1 kw to 0.25 kw	500 uv/m	4000 uv/m (Ground wave)	25 uv/m	200 uv/m

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[a] In accordance with other provisions in this Agreement this freedom of interference does not apply outside the boundaries of the country in which the station is located.

[b] From other stations on same channel only. For adjacent channels see Appendix III, Table I.

[c] Sky wave field intensity exceeded for 10% of the time.

[d] No Class II station shall be assigned to the same channel as a Class I-A station for nighttime operation (from sunset to sunrise) less than 650 miles of the nearest border of the country in which the Class I-A station is located.

[e] These values are with respect to interference from all stations except Class I, which stations may cause interference to a field intensity contour of higher value. However, it is recommended that Class II stations be so located that the interference received from Class I stations will not exceed these values. If the Class II stations are limited by Class I stations to higher values, then such values shall be the standard established with respect to interference from all other classes of stations.

APPENDIX III
TABLE I
ADJACENT CHANNEL INTERFERENCE

Channel separation between desired and undesired stations	*Maximum ground wave field intensity of undesired station*
10 kc	0.25 mv/m
20 kc	5.0 mv/m
30 kc	25.0 mv/m

The undesired ground wave signal shall be measured at or within the 0.5 mv/m ground wave contour of the desired station. These values apply to all classes of stations both day and night and are based on ground waves only. No adjacent channel interference is considered on the basis of an interfering sky wave.

APPENDIX VI
Mileage Separation Tables

The required separations between broadcasting stations as tabulated below are based upon the following conditions:

1. The use of nondirectional antennas.
2. Antenna efficiencies (in mv/m at one mile for one kilowatt).
   Class I—225 mv/m
   Class II and III—175 mv/m
   Class IV—150 mv/m
3. Frequency, 1000 kc.
4. Soil conductivity, $s = 10^{-13}$.
5. Soil dielectric constant, $e = 15$.
6. Groundwave transmission as shown on chart in Appendix IV.
7. Skywave transmission as shown on chart in Appendix V.
8. Protection to service areas as shown in Appendix II, Table I.
9. Ratio of desired to undesired signal:

Channel Separation	*Ratio of Desired to Undesired*
Same frequency	20:1
10 kc.	2:1
20 kc.	1:10
30 kc.	1:50

TABLE I

REQUIRED DAY SEPARATION IN MILES BETWEEN BROADCAST STATIONS ON THE SAME CHANNEL

	Class IV		Classes II and III							Class I					
Class and Power	**100 W.**	**250 W.**	**0.25 Kw.**	**0.5 Kw.**	**1 Kw.**	**5 Kw.**	**10 Kw.**	**25 Kw.**	**50 Kw.**	**10 Kw.**	**25 Kw.**	**50 Kw.**	**100 Kw.**	**250 Kw.**	**500 Kw.**
Class IV															
100 W.	143	165	172	192	213	265	285	310	335	390	417	437	462	486	513
250 W.	165	173	180	200	221	273	293	318	343	415	442	462	487	511	538
Classes II and III															
0.25 Kw.	172	180	183	203	224	276	296	321	346	418	446	465	490	514	541
0.5 Kw.	192	200	203	210	231	283	303	328	353	446	473	493	518	542	569
1 Kw.	213	221	224	231	239	291	311	336	361	467	494	514	539	563	590
5 Kw.	265	273	276	283	291	313	333	358	383	520	547	567	592	616	643
10 Kw.	285	293	296	303	311	333	345	370	395	540	567	587	612	636	663
25 Kw.	310	318	321	328	336	358	370	389	414	565	592	612	637	661	688
50 Kw.	335	343	346	353	361	383	395	414	430	587	614	634	639	683	710
Class I															
10 Kw.	390	415	418	446	467	520	540	565	587	556	585	605	620	655	682
25 Kw.	417	442	446	473	494	547	567	592	614	585	612	632	657	682	709
50 Kw.	437	462	465	493	514	567	587	612	634	605	632	652	677	702	729
100 Kw.	462	487	490	518	539	592	612	637	659	628	657	677	697	727	754
250 Kw.	486	511	514	542	563	616	636	661	683	655	682	702	727	751	778
500 Kw.	513	538	541	569	590	643	663	688	710	682	709	729	754	778	805

TABLE II

REQUIRED DISTANCE IN MILES FROM THE BOUNDARY OF A COUNTRY IN WHICH A CLASS I-A STATION IS LOCATED FOR DAYTIME OPERATION OF A CLASS II ON THE SAME CHANNEL

	Class II						
Power of Station	**0.25 Kw.**	**0.5 Kw**	**1 Kw.**	**5 Kw.**	**10 Kw.**	**25 Kw.**	**50 Kw.**
Miles from Boundary	237	261	282	335	355	380	402

(Continued on page 370)

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Appendices and Tables: Allocation Provisions of Havana Agreement

(Continued from page 368)

TABLE III

REQUIRED DAY AND NIGHT SEPARATION IN MILES BETWEEN BROADCAST STATIONS ON ADJACENT CHANNELS

	Class IV						Classes II and III														
Class & Power	**0.1 Kw.**			**0.25 Kw.**			**0.25 Kw.**			**0.5 Kw.**			**1 Kw.**			**5 Kw.**			**10 Kw.**		
	10 Kc.	**20 Kc.**	**30 Kc.**	**10 Kc.**	**20 Kc.**	**30 Kc.**	**10 Kc.**	**20 Kc.**	**30 Kc.**	**10 Kc.**	**20 Kc.**	**30 Kc.**	**10 Kc.**	**20 Kc.**	**30 Kc.**	**10 Kc.**	**20 Kc.**	**30 Kc.**	**10 Kc.**	**20 Kc.**	**30 Kc.**
Class IV																					
0.1 Kw.	73	37	32	82	45	40	86	47	42	94	55	50	105	63	58	133	84	79	149	98	93
0.25 Kw.	82	45	40	90	48	41	94	50	43	102	58	51	113	66	59	141	87	80	157	101	94
Classes II & III																					
0.25 Kw.	86	47	42	94	50	43	96	51	43	104	59	51	115	67	59	143	88	80	159	102	94
0.5 Kw.	94	55	50	102	58	51	104	59	51	112	62	52	123	70	60	151	91	81	167	105	95
1 Kw.	105	63	58	113	66	59	115	67	59	123	70	60	131	73	62	159	94	83	175	108	97
5 Kw.	133	84	79	141	87	80	143	88	80	151	91	81	159	94	83	180	104	87	196	118	101
10 Kw.	149	98	93	157	101	94	159	102	94	167	105	95	175	108	97	196	118	101	210	123	104
25 Kw.	172	115	110	180	118	111	182	119	111	190	122	112	198	125	114	219	135	118	233	140	121
50 Kw.	190	131	126	198	134	127	200	135	127	208	138	128	216	141	130	237	151	134	251	156	137
Class I																					
10 Kw.	162	107	102	170	110	103	172	111	103	180	114	104	188	117	106	209	127	118	223	132	113
25 Kw.	183	126	121	191	129	122	193	130	122	201	133	123	209	136	125	230	146	129	244	151	132
50 Kw.	203	144	139	211	147	140	213	148	140	221	151	141	229	154	143	250	164	147	264	169	150
500 Kw.	277	211	206	285	214	107	287	215	207	295	218	208	303	221	210	324	231	214	338	236	217

	Class II						Class I											
Class and Power	**25 Kw.**			**50 Kw.**			**10 Kw.**			**25 Kw.**			**50 Kw.**			**500 Kw.**		
	10 Kc.	**20 Kc.**	**30 Kc.**	**10 Kc.**	**20 Kc.**	**30 Kc.**	**10 Kc.**	**20 Kc.**	**30 Kc.**	**10 Kc.**	**20 Kc.**	**30Kc.**	**10 Kc.**	**20 Kc.**	**30 Kc.**	**10 Kc.**	**20 Kc.**	**30 Kc.**
Class IV																		
0.1 Kw.	172	115	110	190	131	126	162	107	102	183	126	121	203	144	139	277	211	206
0.25 Kw.	180	118	111	198	134	127	170	110	103	191	129	122	211	147	140	285	214	207
Classes II and III																		
0.25 Kw.	182	119	111	200	135	127	172	111	103	193	130	122	213	148	140	287	215	207
0.5 Kw.	190	122	112	208	138	128	180	114	104	201	133	123	221	151	141	295	218	208
1 Kw.	198	125	114	216	141	130	188	117	106	209	136	125	229	154	143	303	221	210
5 Kw.	219	135	118	237	151	134	209	127	110	230	146	129	250	164	147	324	231	214
10 Kw.	233	140	121	251	156	137	223	132	113	244	151	132	264	169	150	338	236	217
25 Kw.	250	149	125	268	165	141	242	145	123	261	160	136	281	178	154	355	245	221
50 Kw.	268	165	141	284	172	145	260	161	139	279	163	144	297	185	158	371	252	225
Class I																		
10 Kw.	242	145	123	260	161	139	232	137	115	253	156	134	273	174	152	347	241	219
25 Kw.	261	160	136	279	168	144	253	156	134	272	163	139	292	181	157	366	248	224
50 Kw.	281	178	154	297	185	158	273	174	152	292	181	157	310	190	161	384	257	227
500 Kw.	355	245	221	371	252	225	347	241	219	366	248	224	384	257	227	451	291	247

TABLE IV

Required Night Separation in Miles Between Broadcast Stations on the Same Channels

The following tables indicate the mileage protection each class must give all other classes.

Class I-A   Class I-A   Not required to protect Class II stations on same channel at night.

TABLE IV A

Class I-B   Class I-B   Must protect other Class I-B stations as shown below.

Class I-B	*5 kw.*	*10 kw.*	*25 kw.*	*50 kw.*
10 kw.		2665	3010	3280
25 kw.		3010	3243	3500
50 kw.		3280	3500	3660

TABLE IV—C

CLASS III-Aa MUST PROTECT OTHER CLASSES AS SHOWN BELOW

	Class III-A		Class III-B	
Class III-A	**1 Kw.**	**5 Kw.**	**.5 Kw.**	**1 Kw.**
1 Kw.	739	1025	550	553
5 Kw.	1025	1039	847	851

aSee Appendix VII for protection Class III stations should give Class II stations on regional channels.

TABLE IV D

Class III Bb.   Must protect other classes as shown below.

	Class III A		*Class III B*	
Class III B	*1 kw.*	*5 kw.*	*.5 kw.*	*1 kw.*
.5 kw.	735	1020	383	550
1. kw.	739	1025	550	553

TABLE IV-B

CLASS II—MUST PROTECT OTHER CLASSES AS SHOWN BELOW

	Class II Stations							Class I-B Stations			Class I-A Stations Distance from Nearest Border of Country in Which Class I-A Station is Located
Class II	**.25 Kw.**	**.5 Kw.**	**1 Kw.**	**5 Kw.**	**10 Kw.**	**25 Kw.**	**50 Kw.**	**10 Kw.**	**25 Kw.**	**50 Kw.**	
.25 Kw.	451	602	732	1018	1136	1271	1529	1378	1610	1760	1038
.5 Kw.	602	606	736	1022	1140	1275	1533	1508	1735	1890	1180
1 Kw.	732	736	739	1025	1143	1280	1535	1658	1885	2080	1335
5 Kw.	1018	1022	1025	1039	1157	1292	1547	2165	2395	2550	1830
10 Kw.	1136	1140	1143	1157	1162	1298	1553	2450	2680	2830	2122
25 Kw.	1271	1275	1280	1292	1298	1310	1560	2880	3120	3260	2575
50 Kw.	1529	1533	1535	1547	1553	1560	1570	3090	3330	3480	2730

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TABLE IV E

Class IV—Must protect other classes as shown below.

	Class III A		Class III B		Class IV
Class IV	1 kw.	5 kw.	.5 kw.	1 kw.	
.1 kw.	300	300	Daytime separation determines		Daytime separation determines
.25 kw.	395	407			

b See Note a, Table IV-c

TABLE IV F

Distance Class II Stations must be from Class I A and I B Stations to obtain recommended protection to Class II Station (2.5 mv/m ground wave contour).

	Class I A and I B Stations			
Class II (a)	10 kw.	25 kw.	50 kw.	500 kw.
.25 kw.	1248	1462	1520	2767
.5 kw.	1252	1470	1523	2771
1. kw.	1256	1473	1528	2775
5. kw.	1270	1484	1541	2789
10. kw.	1275	1490	1546	2793
25. kw.	1285	1498	1743	2803
50. kw.	1293	1510	1750	2812

Note (a): Must use directional antenna to protect dominant station or stations with these separations.

TABLE IV G

Distance Class IV Stations must be from Class III-A and III-B Station to obtain recommended protection to Class IV Station (4.0 mv/m ground wave contour).

	Class III-A or III-B		
Class IV Power	.5	1.0	5.0
.10	377	547	847
.25	381	551	851

APPENDIX VII

Engineering Requirements for the Use of Regional Channels by Class II Station under the Provisions of Section C 5 c.

A Class II station assigned to a regional channel in accordance with Section C 5 c shall use a directional antenna or other means to limit the interfering signal within the protected service area of any Class II station on the channel to the value set forth in Appendix II, Table I. The interfering signal in case of projected operation shall be determined from the characteristics of the antenna and appropriate curve in Appendix V. In case of actual operation the interfering signal shall be determined by the method described in Section E 4.

Class III stations, operating on a channel to which a Class II station is assigned, should limit the interference to the Class II station in conformity with the provisions of Appendix II, Table I.

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Frequency Modulation: History and Progress

By PAUL A. deMARS

Technical Director, The Yankee Network

AS RADIO broadcasting enters its twentieth year, a new technical development has captured the interest of engineers and owners of broadcasting stations. This development is Major E. H. Armstrong's system of frequency modulation, now being tried out in the ultra-high frequencies by a number of stations. This new system is being held by its proponents as destined to revolutionize the radio broadcasting art.

It is the purpose of this review to relate something of the history of this development, the state of its development at the present time, and the economic and technological implications that may be estimated from actual observations and experimentation with this new system.

The Armstrong system of frequency modulation, (F-M for short) was presented as an accomplished fact to the Institute of Radio Engineers, Nov. 6, 1935. The outstanding characteristic of Armstrong's system is the virtual elimination of natural static and man-made electrical disturbances. In addition, the system has inherent characteristics which permit transmission of programs with virtually no distortion and fidelity limited only by the quality of loud speakers. This achievement is the result of a quarter century of study and experimentation, during which period Major Armstrong is credited with the invention of the regenerative or "feedback" circuit, the superheterodyne circuit and the superregenerative circuit. Armstrong's inventions have brought modern communications and broadcasting to the present high state of development and there are an increasing number of those in these fields who feel, as does the writer, that his system of frequency modulation will be an even greater contribution than his former achievements.

Armstrong Obtained Patents in 1933

Armstrong applied for patents on his system of frequency modulation in 1932 and secured patents covering his system in 1933. In December 1933, the complete invention was disclosed to the RCA. During 1934, and until the fall of 1935, Major Armstrong's apparatus was used in conjunction with the RCA's transmitter atop the Empire State Building in New York, and a series of laboratory and field demonstrations were run off. Transmitting with a power estimated at about 2 kw. in the 40 mc. region, which is best suited for frequency modulation development, reception was practically perfect 85 miles away, where recordings of reception of the new static-free test programs were made. But the RCA asked Armstrong to remove his equipment in the fall of 1935 to make way for television.

At this juncture, C. R. Runyon, an old friend and veteran radio "ham", in the summer of 1935 began to build a frequency modulation transmitter of his own in Yonkers to operate at 110 megacycles in the amateur band. It was Runyon's station, W2AG, that provided transmission for the demonstration before the Institute of Radio Engineers on Nov. 6, 1935. Runyon's transmitter, with several changes in frequency in the region of 110 mc., has since been used to demonstrate F-M. Runyon, himself, has contributed a great deal to the engineering design of transmitting equipment for F-M in the ultra-high frequencies.

Art Apathetic, Armstrong Builds Own Station

But the radio art was apathetic to Armstrong's invention and his fighting blood warmed; he took steps to obtain an experimental station of his own to permit experimentation with high power. He was eventually authorized by the Federal Communications Commission to construct a station with power of 40 kw. to operate with frequency modulation in a 200 kc. band on a frequency of 41.6 mc.

In the meantime, television was clamoring for recognition and expressing its need of channels to permit experimentation and development. The FCC called a general hearing on June 15, 1936, to obtain information from the radio services that would guide it in allocating the ultra-high frequencies above 30,000 kc. Just a week previously the writer had been introduced to frequency modulation by Major Armstrong at a talk and demonstration given before the Baltimore - Washington section of the Institute of Radio Engineers. These introductions were timely, for since 1932 The Yankee Network Inc. had been conducting experimentation under the writer's supervision with amplitude modulation (A-M) in the ultra-high frequencies. A detailed and comprehensive survey of the results of operation with 500 watts power on 41 mc. had just been completed. The results indicated definitely that, using the conventional system of modulation, broadcasting in the ultra-high frequencies in the region of 40 mc. offered no advantages over operation in the regular broadcast band and it was concluded that the very short waves could only provide a restricted supplementary service to the regular band. The advantages demonstrated by Armstrong's F-M system changed the picture completely and marked the beginning of Yankee Network's interest in the new system.

Using the recordings made in 1934 and 1935 of transmission from the RCA transmitter on the Empire State Building in New York City to demonstrate his assertions, Major Armstrong urged the FCC to set aside 5 mc. for broadcast experimentation in the new allocations. The writer was the only other engineer who spoke for frequency modulation at this hearing, which lasted over two weeks.

As a final result of the hearing, the Federal Communications Commission issued General Order 19, which, in its final form today, gives F-M a 1 mc. band, 42.4 to 43.6 mc. (five channels), and an .8 megacycle band, 26.2 to 27.0 mc. (four channels), and a .86 mc. band, 117.070 to 118.030 mc. (four channels) for high frequency broadcast stations.

John Shepard 3d and Dr. Doolittle Interested

In the meantime, the F-M broadcasts from C. R. Runyon's station in Yonkers, and since the fall of 1938, from W2XMN, Armstrong's 40 kw. station on the Hudson River Palisades at Alpine, New Jersey, were bringing others into the situation. John Shepard 3d, president of the Yankee Network Inc., was a convert and applied to the FCC for authorization to erect a 50 kw. F-M station in Massachusetts in the spring of 1937. Delays in securing a suitable site for the Yankee Network station delayed construction for over a year, but in October 1938 work was begun on the construction of Yankee's station on Mt. Asnebumskit in the Town of Paxton, near Worcester, Mass. Installation of transmitting equipment was completed to a power output of 2 kw. by May 1939, and this station, with call letters W1XOJ, has been in regular operation since then, daily from 8 a.m. to midnight, with this power on a frequency of 43 mc.

Back in 1936, Dr. Franklin Doolittle, owner of WDRC, in Hartford, Conn., saw the possibilities of the new system for broadcasting service. Eventually his F-M station, with call letters W1XPW, located on Meriden Mountain, near Hartford, began testing in the spring of 1939 and since late summer has been in regular operation daily with a power of 1 kw. on a frequency of 43.4 mc.

During the period while Shepard and Doolittle were constructing their stations, the General Electric Co. set up one experimental station at Schenectady and another at Albany. These stations were designed to use both F-M and A-M emissions. A large series of tests were conducted to determine by actual operation, the relative advantages or disadvantages of F-M and A-M.

General Electric, Stromberg Bring Out Receivers

During the summer of 1938 the General Electric manufactured a limited number of F-M receivers, and during 1939 has offered F-M receivers in three models—a table model for F-M only, a console model for F-M only, and a console model for the regular band, two shortwave bands and F-M, priced respectively at $59.50, $100 and $200. The Stromberg-Carlson Co. is introducing receiver models that roughly parallel the GE line. About a half dozen other manufacturers are getting ready to introduce F-M and combination regular-band, shortwave and F-M receivers.

Since the summer of 1939, the FCC has received about 40 applications for F-M broadcasting stations, and as many more stations are known to intend filing applications for F-M stations in the near future. The broadcasting industry is at last waking up to the significance of the 1935 and 1936 disclosures regarding F-M broadcasting.

The FCC scheduled a general hearing for February 28, 1940 to discuss the relative merits of frequency modulation and amplitude modulation and consider recommendations in connection with allocation problems for broadcast service in the ultra-high frequencies. This action by the Commission puts a period at the end of this phase of this new development and marks the beginning of a new era in radio broadcasting service.

Much has been said in the past regarding high fidelity, and as far as the output of the listener's loudspeaker reflects accomplishment, little has been achieved. A high fidelity system of broadcasting requires a freedom from noise that permits the broadcasting of silence together with natural reproduction. The technical limitations of the regular broadcast band cannot meet these requirements day in and day out except to an insignificant portion of broadcast listeners. Furthermore, A-M in the ultra-high frequencies only partially removes the restrictions inherent in the present band.

Hesitancy Seen Due To Misconceptions

Since Armstrong's system of frequency modulation removes the restrictions that prevent a real high fidelity service by present broadcast methods, namely noise and distortion, the question may be fairly asked, "Why is there any hesitancy on the part of engineers and station owners to accept this new system and make it available to the public as quickly as possible?" The answer is probably due to misconceptions concerning and lack of information regarding the inherent characteristics of F-M broadcasting services in the ultra high frequency.

Perhaps the following will tend to clarify this situation. Armstrong's system modulates the radiated power to produce changes in frequency instead of amplitude as in the conventional system. This imposes a characteristic on the radiated wave that is not duplicated by natural static or most man-made interferences. By causing the

(Continued on page 374)

FREQUENCY MODULATION

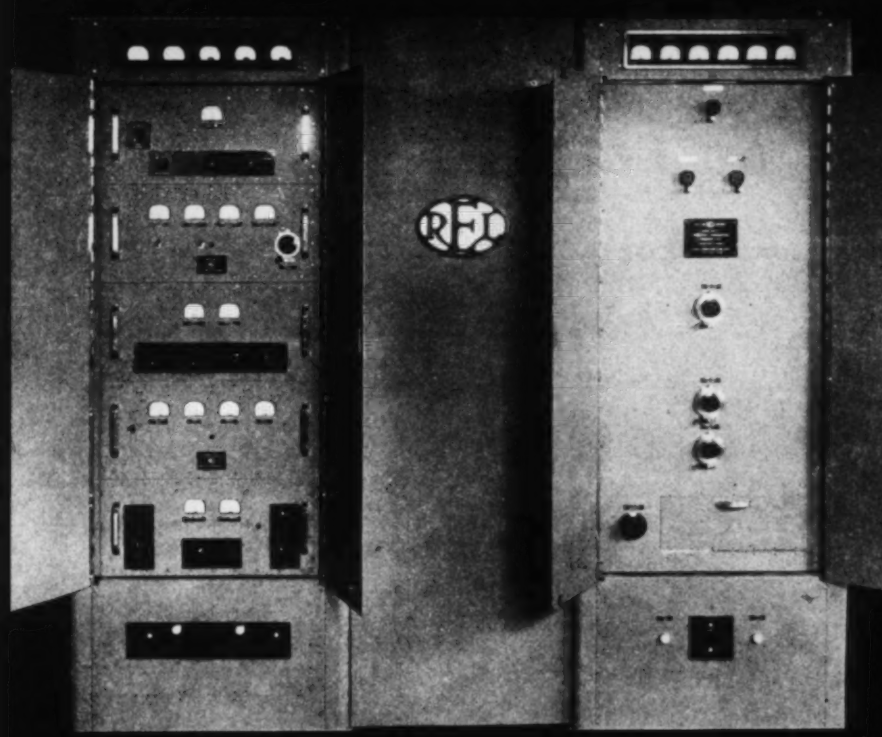
(ARMSTRONG SYSTEM)

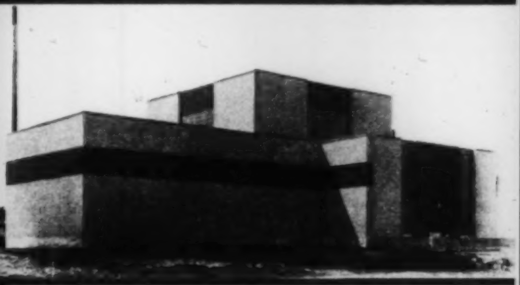
W2XMN, Alpine, N. J., Major E. H. Armstrong's original 40-Kw, Frequency Modulation Transmitter Tower . . . Metropolitan New York's newest landmark.

REL

1-2-5-50 Kw

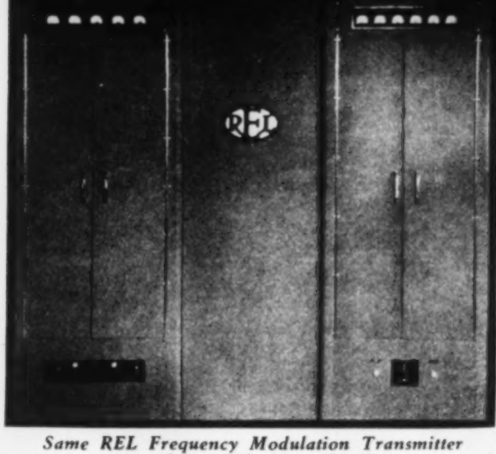
FREQUENCY MODULATION TRANSMITTERS





W1XOJ, Yankee Network's 2,000 Watt mountain-top Frequency Modulation Station at Paxton, Mass. REL now installing 50,000 Watts.

REL 1-2-5 Kw models Frequency Modulation Transmitters, showing attractive arrangement of control, panels, etc.



Same REL Frequency Modulation Transmitter as above, with doors closed.

Radio Engineering Laboratories, Inc. are the builders of Frequency Modulation Transmitters (Armstrong System). As pioneers in the field of "high-signal-to-noise-ratio" radio transmission, we have already equipped the following stations with REL Frequency Modulation Transmitters, where they are now in regular use:

STATION	LOCATION	OWNED BY
W2XMN	Alpine, N.J.	Major E. H. Armstrong
W2XCR	Yonkers, N.Y.	C. R. Runyon, Jr.
W1XOJ	Paxton, Mass.	Yankee Network
WEOD	Boston, Mass.	Yankee Network
W3XO	Washington, D. C.	Jansky & Bailey
W8XVB	Rochester, N.Y.	Stromberg-Carlson Telephone Mfg. Co.
W2XQR	New York, N.Y.	J. V. L. Hogan
WTMJ	Milwaukee, Wisc.	The Journal
WHEC	Rochester, N.Y.	WHEC, Inc.

In addition, we are at present building REL Frequency Modulation Transmitters for the following well-known stations:

WGAN	Portland, Me.	Portland Broadcasting System, Inc.
WOR	Newark, N. J.	Bamberger Broadcasting Service, Inc.

Within the next 6 months, pending final approval by the F.C.C., approximately a dozen other of the nation's leading broadcasters are also planning to use REL Frequency Modulation Transmitters (Armstrong System), ranging up to 50 Kw.

REL

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LONG ISLAND CITY, N. Y.

High Frequency Broadcasting Stations in the United States

(Authorized by FCC as of January 15, 1940)

Frequency Groups listed in FCC Rules: Sec. 4.114

FREQUENCY MODULATION

Location	Call Letters	Licensee	Power in Watts	Frequency in Kc.
N. of Alpine, N. J.	W2XMN	Edwin H. Armstrong	40,000	42800 117430
New York City	W2XOR	Bamberger Broadcasting Service (WOR)	CP-1,000	43400
Schenectady, N. Y.	W2XDA	General Electric Co. (WGY)	50	43200
Albany, N. Y.	W2XOY	General Electric Co. (WGY)	150	43200
Superior, Wis.	W9XYH	Head of the Lakes Broadcasting Co. (WEBC)	CP-1,000	43000
New York City	W2XQR	John V. L. Hogan (WQXR)	1,000	43200
Washington, D. C.	W3XO	Jansky & Bailey	1,000	43200
Milwaukee, Wis.	W9XAO	The Journal Co. (WTMJ)	CP-1,000	42600
Bethesda, Md.	W3XMC	McNary & Chambers	CP-100	42600
New York City	W2XWG	National Broadcasting Co. (WEAF)	CP-1,000	42600
Yonkers, N. Y.	W2XAG	Carman R. Runyon, Jr.	5,000	117190
Hartford, Conn.	W1XPW	WDRC, Inc.	1,000	43400
Hartford, Conn.	W1XSO	Travelers Broadcasting Service Corp. (WTIC)	CP-1,000	43200
Rochester, N. Y.	W8XAD	WHEC, Inc.	CP-1,000	42600
Rochester, N. Y.	W8XVB	Stromberg-Carlson Co. (WHAM)	1,000	43200
Boston, Mass.	W1XK	Westinghouse E. & M. Co. (WBZ)	CP-1,000	42600
Springfield, Mass.	W1XSN	Westinghouse E. & M. Co. (WBZA)	1,000	42600
Columbus, O.	W8XVH	WBNS, Inc.	CP-250	43000
Worcester, Mass.	W1XTQ	Telegram Publishing Co.	CP-1,000	43400
Boston, Mass.	W1XOJ	Yankee Network	CP-50,000	43000
Chicago, Ill.	W9XEN	Zenith Radio Corp.	CP-1,000	42800

AMPLITUDE MODULATION

Location	Call Letters	Licensee	Power in Watts	Frequency in Kc.
Boston, Mass.	*W1XER	Yankee Network	500	42340
Boston, Mass.	W1XKA	Westinghouse E. & M. Co. (WBZ)	50	42220
Chattanooga, Tenn.	W4XBW	WDOD Broadcasting Corp.	100	26000
Cincinnati, O.	W8XNU	The Crosley Corp. (WLW)	1,000	25950
Cleveland, O.	W8XNT	United Broadcasting Co. (WHK)	50	42340
Dallas, Tex.	W5XD	A. H. Belo Corp. (WFAA)	100	25300
Denver, Col.	W9XLA	KLZ Broadcasting Co. (KLZ)	100	25400
Detroit, Mich.	W8XWJ	Evening News Ass'n. (WWJ)	500	42060
Hartford, Conn.	W1XEH	Travelers Broadcasting Service Corp. (WTIC)	150	42460
Kansas City, Mo.	W9XER	Midland Broadcasting Co. (KMBC)	500	42460
Kansas City, Mo.	W9XA	Commercial Radio Equipment Co.	1,000	26000
Kansas City, Mo.	W9XBA	WHB Broadcasting Co.	100	26100
Los Angeles, Cal.	W6XKG	Ben S. McGlashan (KGFJ)	1,000	25950
Los Angeles, Cal.	W6XRE	Ben S. McGlashan (KGFJ)	500	42300 116950 350000
Los Angeles, Cal.	W6XDA	Columbia Bcstg. System (KNX)	100	42300
Memphis, Tenn.	W4XCA	Memphis Commercial Appeal Co. (WMC)	250	26150
Milwaukee, Wis.	W9XAZ	The Journal Co. (WTMJ)	CP-500	42260
Minneapolis, Minn.	W9XHW	Columbia Broadcasting System (WCCO)	50	42300
Nashville, Tenn.	W4XA	National Life & Accident Ins. Co. (WSM)	1,000	26150
New Bedford, Mass.	W1XEQ	E. Anthony & Sons (WNBH)	100	42300
New York City	W2XJI	Bamberger Broadcasting Service (WOR)	100	25300
New York City	W2XWF	Wm. G. H. Finch	1,000	42180
New York City	W2XDV	Columbia Broadcasting System (WABC)	50	42300
New York City	W2XQO	Knickerbocker Broadcasting Co. (WMCA)	100	25500
New York City	W2XVP	Municipal Broadcasting System (WNYC)	CP-1,000	26100
Oklahoma City, Okla.	W5XAU	WKY Radiophone Co.	100	26125
Philadelphia, Pa.	W3XIR	WCAU Broadcasting Co.	100	42140
South Bend, Ind.	W9XH	South Bend Tribune (WSBT)	100	26050
Springfield, Mass.	W1XKB	Westinghouse E. & M. Co. (WBZA)	1,000	42380
St. Louis, Mo.	W9XOK	Star Times Publishing Co. (KXOK)	100	25300
St. Louis, Mo.	W9XPD	Pulitzer Publishing Co. (KSD)	100	25900
Superior, Wis.	W9XJL	Head of the Lakes Broadcasting Co. (WEBC)	250	26100

* Transmitter located at Sargents Purchase, N. H.

Frequency Modulation: History and Progress

(Continued from page 372)

modulation to produce wide frequency deviations from the unmodulated carrier frequency, startling reduction in interference from noise results, the reduction being of the order of 1,000-to-1 in power ratio.

The wide frequency swing used removes all inherent limitations as far as the radio link is concerned to rendering a real high fidelity broadcasting service. It has been demonstrated again and again that noise-free reception is obtained over wide areas from stations of even moderate power, and that all the frequencies within the range of human hearing are transmitted without distortion that can be detected by the human ear. The wide frequency swing used in the new system also permits the simultaneous transmission of other services such as facsimile or telegraph.

It has further been demonstrated that in spite of the quasi-optical nature of the very short waves, whose range are limited by the curvature of the earth, but not to the optical horizon as has been asserted by many authorities, that an F-M station of given power on the ultra-shortwaves renders a superior service in every respect to the regular broadcast band on the medium frequencies and that the primary service area of an F-M station will be much greater.

F-M vs. A-M Frequency Band Widths

Perhaps the greatest difficulty in accepting the merits of this new system in lieu of the present is because of the wide band of frequencies required to develop its full advantages. Comparing real high fidelity services, an F-M station uses a 200 kc. band, as compared with a 40 kc. band for A-M stations in the ultra-high frequencies. From the above it would appear as though five times as many A-M stations as F-M stations could be accommodated in a given band. Paradoxical as it may seem, the reverse is actually the case. The reason is an inherent characteristic of the new system in respect to the mutual interference between stations operating on the same frequency.

In A-M the presence of an undesired signal produces interference in proportion to its intensity relative to the desired signal. Everyone connected with the broadcasting art is painfully aware of the limitation to coverage, due to interference between stations of relatively low power operating on the same frequency in the regular broadcast band, even though they be separated by as much as a thousand miles. A high fidelity service by present methods would require that the undesired signal be less than 1/100th of the desired signal and less than 1/1000th of the desired signal if the station frequencies deviate by an amount sufficient to produce audible beat notes. It is doubtful if stations operating at frequencies of the order of 40 mc. or higher could be controlled now or ever to such a degree as to prevent audible heterodyne beats between carriers. In an A-M system, therefore, stations could not be assigned for operation on the same frequency unless separated by great distances, and even then they would mutually limit each other's service area to about the same degree as in the present band.

With F-M the picture is radically different. Theory indicates, and actual tests confirm, that if the desired signal is twice the undesired signal, there is neither interference in the form of beat notes, nor impairment to quality of reception. This means that F-M stations may be duplicated on the same channel with due consideration of the service area of each station at any separation without either serious mutual limitation or interference to the respective service of either station. In the present system the area where the ratio of the desired to undesired signal is not equal to that required for acceptable service is a no-man's land. In the new system, the area where the signals from stations on the same frequency differ by more than 2-to-1 in intensity is merely an area in which the listener can, provided the signals are of sufficient strength to each render satisfactory service in the absence of the other, select either station by using a simple, directive antenna with more than 2-to-1 discrimination. It has been amply demonstrated that this is easily practical.

Duplication of Stations Every 50-300 Miles

From an allocation standpoint, it is only necessary to provide sufficient channels to accommodate the number of stations required to serve the largest metropolitan areas. Stations may be duplicated on these channels every 50 to 300 miles, depending on the power, antenna efficiency and the need for broadcast service. Stations in the same area may operate under any conditions without interference, provided one channel intervenes between assignments, and stations may operate on adjacent channels if the transmitters are located near each other and the ratio of powers and antenna efficiency keep the signal intensities within a ratio of the order of 20-to-1. A 5 mc. band would, therefore, permit 13 or more stations in each service area of the United States.

Based on the experimental data obtained from the operation of the General Electric's frequency modulation stations in Schenectady and Albany that were previously referred to, I. R. Wier, of GE in a paper presented last February before the Bridgeport section of the Institute of Radio Engineers, showed that even with low standards of noise and interference, more F-M stations than A-M stations can be used in a given band and the advantage in this respect increases in favor of F-M as the standards of broadcasting service are raised.

Granting the above, perhaps the broadcasting art wants to know if F-M has lived up to the claims of its proponents in actual practice. The writer can give first-hand information in this connection, as he has designed and supervised the construction of two F-M stations and made measurements and observations on their performance since May, 1939 and in addition has made measurements and observations of Major Armstrong's station since the spring of 1937.

On May 27, 1939, the Yankee Network's high frequency broadcast station, W1XOJ, went on the air for the first time. It has been in regular operation since then with a power of 2 kw. W1XOJ is located centrally with respect to the populated areas of Massachu-

(Continued on page 394)

JANSKY & BAILEY

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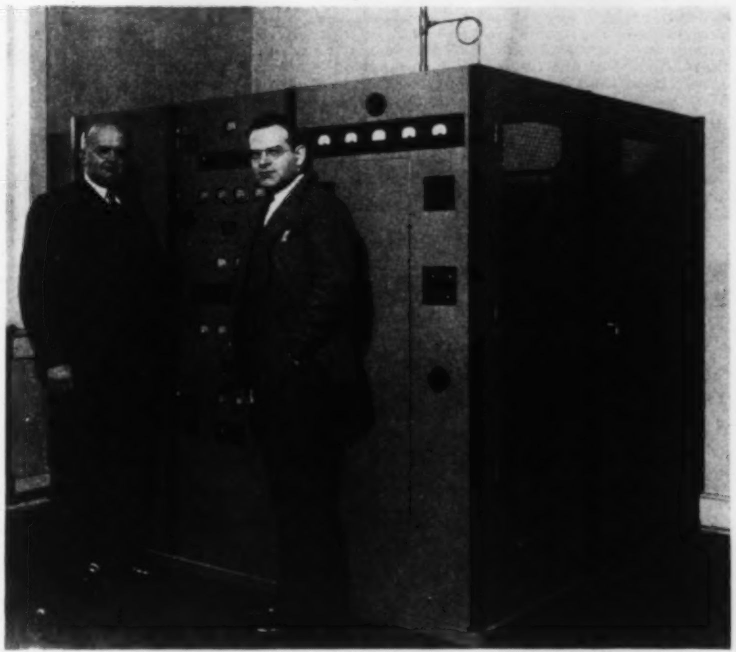

1000 watt frequency modulated broadcast transmitter Radio Station W3XO, operating on 43,200 kilocycles. Built, owned and operated by Jansky & Bailey, Washington, D. C.

The objective of Jansky & Bailey engineering is to produce the fundamental facts essential to the most effective use of broadcasting as a medium for public service.

Pursuant to its policy of keeping abreast of all technical developments, the firm of Jansky & Bailey for several years has been engaged in frequency modulation and ultra high frequency research and development.

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FCC Regulations Governing Broadcast Services
Other Than Standard Broadcast

Relay Broadcast Stations **Television Broadcast Stations** **High Frequency Broadcast Stations**
International Broadcast Stations **Facsimile Broadcast Stations** **Developmental Broadcast Stations**
Non-Commercial Educational Broadcast Stations
(Rules and Regulations and Standards Applicable to Standard Broadcast Stations
Published by BROADCASTING *in Separate Volume; see page 263)*

IN GENERAL

Sec. 4.1 *Frequency tolerance.* The operating frequency of the broadcast stations as listed below shall be maintained within plus or minus the percentage of the assigned frequency as given in Table I.

Table I.

Class of Station	*Frequency Tolerance*
Relay Broadcast Station	
(a) 1622 to 2830 kc	0.04%
(b) 30,000 to 40,000 kc and above	10 watts or less 0.1% above 10 watts 0.05%
International Broadcast Station	0.005% [1]
Television Broadcast Station	0.01%
Facsimile Broadcast Station	0.05% or less as required
High Frequency Broadcast Station	0.01%
Non-Commercial Educational Broadcast Station	0.01%
Developmental Broadcast Station	0.05% or less as required

Sec. 4.2 *Frequency monitors.*

(a) The licensee of each broadcast station listed in Sec. 4.1, except relay broadcast stations, shall operate at the transmitter a frequency monitor independent of the frequency control of the transmitter.

(b) The frequency monitor shall be designed and constructed in accordance with good engineering practice and shall have an accuracy sufficient to determine that the operating frequency is within one-half (½) of the allowed tolerance.

(c) The licensee of each relay broadcast station shall provide the necessary means for determining that the frequency of the station is within the allowed tolerance.

(d) The frequency of all stations listed in Sec. 4.1 shall be checked at each time of beginning operation and as often thereafter as necessary to maintain the frequency within the allowed tolerance.

Sec. 4.3 *License period; renewal.*

(a) Licenses for the following classes of broadcast stations will be normally issued for a period of one year expiring as follows:

Class of Station	*Date of Expiration*
Relay Broadcast Station	
(a) 1622 to 2830 kc	October 1
(b) 30,000 to 40,000 kc and above	December 1
International Broadcast Station	November 1
Television Broadcast Station	February 1
Facsimile Broadcast Station	March 1
High Frequency Broadcast Station	April 1
Non-Commercial Educational Broadcast Station	May 1
Developmental Broadcast Station	May 1

(b) Each licensee shall submit the application for renewal of license at last 60 days prior to the expiration date (Sec. 1.360).

(c) A supplemental report shall be submitted with each application for renewal of license of a station licensed experimentally [2] in accordance with the regulations governing each class of station.

Sec. 4.4 *Requirements, limitations and restrictions.*

(a) No station licensed experimentally will be assigned for exclusive use of any frequency. In case interference would be caused by simultaneous operation of stations licensed experimentally, such licensees shall endeavor to arrange satisfactory time division. If such agreement cannot be reached, the Commission will determine and specify the time division.

(b) The Commission may from time to time require that a station licensed experimentally conduct such experiments that are deemed desirable and reasonable for the development of the service.

(c) The program of research and experimentation as offered by an applicant in compliance with the requirements for obtaining a license for an experimental station [2] shall be adhered to in the main, unless the licensee is authorized to do otherwise by the Commission

(d) A licensee of an experimental station is not required to adhere to a regular schedule of operation but shall actively conduct a program of research and experimentation or transmission of programs, provided, however, licensees of developmental broadcast stations which are licensed to conduct special intermittent experiments, such as to develop and test commercial broadcast equipment, are required to operate only when there is a need therefor.

(e) A supplementary statement shall be filed with and made a part of each application for construction permit for any broadcast station on an experimental basis which specifies any frequency above 300,000 kilocycles or in the bands 162,000 to 168,000, 210,000 to 216,000 and 264,000 to 270,000 kilocycles except television, confirming the applicant's understanding:

1. That all operation upon the frequency is experimental only;
2. That the frequency may not be the best suited to the particular experimental work to be carried on, and
3. That the frequency may not be allocated for the service that may be developed experimentally.

Sec. 4.5 *Station records.*

(a) The licensee of each class of broadcast station listed in Sec. 4.1 shall maintain adequate records of the operation, including:

1. Hours of operation.
2. Program transmitted.
3. Frequency check.
4. Pertinent remarks concerning transmission.
5. In case of relay station, an entry giving point of program origination and receiver location shall be included.
6. Research and experimentation conducted in case of an experimental station.
7. And any additional information specified in the regulations governing each class of station or for completing the supplemental report as required.

(b) The above information shall be made available upon request by authorized Commission representatives.

Sec. 4.6 *Equipment changes.* The licensee of each class of broadcast station listed in Sec. 4.1 may make any changes in the equipment that are deemed desirable or necessary, provided:

1. That the operating frequency is not permitted to deviate more than the allowed tolerance;
2. That the emissions are not permitted outside the authorized band;
3. That the power output complies with the license and the regulations governing the same, and
4. That the transmitter as a whole or output power rating of the transmitter is not changed.

Sec. 4.7 *Emission authorized.* All classes of broadcast licenses authorize A3 emission only unless otherwise specified in the license. In case A1, A2, A4, A5, or special emission are necessary or helpful in carrying on any phases of experimentation, application setting out fully the needs shall be made to, and authority therefore received from, the Commission.

Sec. 4.8 *Additional orders, as needed.* In case all the general rules and regulations and the specific rules governing each class of broadcast station do not cover all phases of operation or experimentation with respect to external effects, the Commission may make supplemental or additional orders in each case as deemed necessary for operation in the public interest, convenience, and/or necessity.

Sec. 4.9 *Operation.* A licensed operator shall be on duty and in charge of the transmitter of each broadcast station listed in Sec. 4.1. In no case will remote control operation be authorized. A transmitter is not considered as being operated by remote control when the following conditions prevail:

(a) Continuous reading indicating instruments are before the operator as follows:

1. Frequency deviation meter.
2. Percentage modulation indicator.
3. Spurious emission check (receiver).
4. Last radio stage plate voltage.
5. Last radio stage total plate current.
6. Output or antenna current.

(b) The operator has off and on control of the power to the last radio stage.

(c) The operator can reach the transmitter proper in not more than five minutes to make any changes or adjustments necessary to maintain proper operation.

Sec. 4.10 *Rebroadcasts.*[1]

(a) The licensee of an international or non-commercial educational broadcast station may, without further authority of the Commission, rebroadcast the program of a United States standard broadcast station, provided the Commission is notified of the call letters of each station rebroadcast and the licensee certified that express authority has been received from the licensee of the station originating the program.[2] (See Secs. 4.43 and 4.132 (c) concerning commercial announcements.)

(b) No licensee of an international or non-commercial educational broadcast station shall rebroadcast the program of any other class of United States radio station without written authority having first been obtained from the Commission[3].[4]

(c) No licensee of any other class of broadcast station listed in Sec. 4.1 (television, facsimile, high frequency or developmental) shall rebroadcast the program of any radio station without written authority first having been obtained from the Commission.[4]

(d) Authority will not be granted to rebroadcast in the United States the program of an international broadcast station located within the limits of the North American continent, except upon a satisfactory showing that no other facilities exist for transmitting the program to the area served by the station proposing the rebroadcast.

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[1] Tolerance may be .01% on equipment installed prior to January 1, 1940, and until January 1, 1941, when all international stations shall maintain frequency within 0.005% of the assigned frequency.

[2] The phrases "station licensed experimentally" and "experimental station" are used interchangeably and refer to stations listed in Sec. 4.3 when so specified in the instrument of authorization.

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[1] For definition of "rebroadcast" see Sec. 3.94 (a).

[2] The notice and certification of consent must be given within three (3) days of any single rebroadcast, but in case of the regular practice of rebroadcasting certain programs of a standard broadcast station several times during a license period, notice and certification of consent must be given for the ensuing license period with the application for renewal of license, or at the beginning of such rebroadcast practice if begun during a license period.

[3] The broadcasting of a program relayed by a relay broadcast station (Sec. 4.21) is not considered a rebroadcast.

[4] Informal application may be employed.

(e) A licensee of an international broadcast station may authorize the rebroadcast of its programs by any station outside the limits of the North American continent without permission from the Commission, provided that the station rebroadcasting the programs cannot be received consistently in the United States.

(f) An application for authority to rebroadcast the program of any radio station shall be accompanied by written consent or certification of consent of the licensee of the station originating the programs.

Sec. 4.11 *Equipment and program tests.*

(a) A licensee of a broadcast station listed in Sec. 4.1 shall conduct equipment tests in accordance with Sec. 2.42 and program tests in accordance with Sec. 2.43.

(b) In case the transmitter and associated equipment are on hand in complete form and an application for license was filed and granted with the application for construction permit, then the notification of equipment tests and progmm tests as required by paragraph (a) of this section need not be made.

RELAY BROADCAST STATIONS

Sec. 4.21 *Defined.*[1] The term "relay broadcast station" means a station licensed to transmit from points where wire facilities are not available, programs for broadcast by one or more broadcast stations or orders concerning such programs.

Sec. 4.22 *Licensing and authorizations.*

(a) A license for a relay broadcast station will be issued only to the licensee of a standard broadcast station[2], provided, however, in cases where it is impractical, impossible, or prohibited by laws or regulations for the licensee of a standard broadcast station to install, operate or maintain the necessary equipment under its legal control, the Commission may grant special temporary authority for each event to another person to operate as a relay broadcast station equipment already licensed for another service, or equipment which may be installed under Section 319 (b) of the Communications Act of 1934 without a construction permit and provided further:

(b) The Commission may license a special relay broadcast station to the licensee of another class of broadcast station provided a need therefor is shown and the relay station will be used only for relaying of programs for broadcast by such broadcast station.

(c) The license of a relay broadcast station authorizes the transmission of commercial or sustaining programs, or orders concerning such programs, to be broadcast by its standard broadcast station and other broadcast stations transmitting the same programs simultaneously or a chain program to the network with which the licensee is regularly affiliated. The license of a relay station does not authorize transmission of programs to be broadcast solely by other broadcast stations not aforementioned.

(d) In case a licensee has two or more standard broadcast stations located in different cities, it shall, in applying for a new relay station or for renewal of license of an existing relay station, designate the standard broadcast station or stations in conjunction with which the relay station is to be operated principally, and it shall not thereafter operate the relay station in conjunction with another of its standard broadcast stations located in a different city for more than a total of ten days in any thirty-day period.

(e) Each application for temporary authority to operate a relay broadcast station from a person other than a licensee of a standard broadcast station shall be accompanied by an application for authority to broadcast the program from the licensee of the standard broadcast station proposing the broadcast.

(f) An application for special temporary authority to operate another class of station as a relay broadcast station shall specify a group of frequencies allocated in Sec. 4.23; provided, however, in case of events of national interest and importance which cannot be transmitted successfully to the nearest available wire facilities on these frequencies, other frequencies under the jurisdiction of the Commission may be requested, if it is shown that the operation thereon will not cause interference to established stations.

(g) An application for special temporary authority to operate on frequencies not allocated by Sec. 4.23 or to operate another class of station as a relay broadcast station must be received by the Commission not less than ten days prior to the actual event to be broadcast, and shall contain complete information concerning the frequencies requested and the license of the station to be used. In case of emergencies, which shall be fully explained in the application, the Commission may waive the ten-day requirement specified herein.

Sec. 4.23 *Frequency assignment and operation.*

(a) The following groups of frequencies are allocated for assignment to relay broadcast stations:

Group A	*Group B*	*Group C*	*Group D*	*Group E*
1622 kc	1606 kc	1646 kc	30,820 kc	31,220 kc
2058	2022	2090	33,740	35,620
2150	2102	2190	35,820	37,020
2790	2758	2830	37,980	39,260

Group F	*Group G*	*Group H*	*Group I*	*Group J*
31,620 kc	33,380 kc	132,260 kc	133,030 kc	Any four frequencies above 300,000 kc excluding band 400,000 to 401,000 kc
35,260	35,020	134,080	134,850	
37,340	37,620	135,480	136,810	
39,620	39,820	135,760	138,630	

(b) One of the above groups only, including all four frequencies will be assigned each station. The first application from any metropolitan area for the frequencies in Groups A, B or C shall specify Group A; the second Group B, and the third Group C, the fourth Group A again, etc. and likewise for frequencies in Groups D, E, F or G, first application Group D, second E, third F, etc. Outstanding assignments not following this order will not be changed unless a need therefor develops. Additional applicants shall specify the next unassigned group in sequence or any other group if it appears interference will be avoided thereby.

(c) A station may be licensed for Group H when a need for frequencies of this order may be shown.

(d) Group I will be licensed to stations to operate with frequency modulation only when need for such operation and frequencies of this order may be shown.

(e) Any four specific frequencies under Group J will be assigned on experimental operation only and an applicant may apply for the four frequencies which appear most suitable for the experimental work to be conducted.

(f) The licensee of a station on Group J shall carry on research and experimentation for the advancement of the relay broadcast art and development of these ultra high frequencies for relay broadcast services. An application for authority to operate a station on frequencies in Group J shall include a statement concerning the research and experiments to be conducted. The research and experiments shall indicate reasonable promise of substantial contribution to the development of the program relay services.

(g) A license authorizes operation on only one of the four assigned frequencies at any one time. In case it is desired to transmit programs and spoken orders concerning such programs simultaneously, two licenses are required though each may specify the same group of frequencies.

Sec. 4.24 *Frequency selection to avoid interference.* In case two or more stations are licensed for the same group of frequencies in the same area and in case simultaneous operation is contemplated, the licensees shall endeavor to select frequencies to avoid interference. If a mutual agerement to this effect cannot be reached the Commission shall be notified and it will specify the frequencies on which each station is to be operated.

Sec. 4.25 *Power limitations.*

(a) A relay broadcast station assigned frequencies in Groups A, B, C and J will be licensed to operate with a power output not in excess of that necessary to transmit the program and orders satisfactorily to the receivers and shall not be operated with a power greater than licensed.

(b) A relay broadcast station assigned frequencies in Groups D, E, F and G will not be authorized to install equipment or licensed for an output power in excess of 100 watts; provided that before using any frequency in these groups with a power in excess of 25 watts, tests shall be made by the licensee to insure that no objectionable interference will result to the service of any government station, and provided, further, that if the use of any frequency may cause interference then the power shall be reduced to 25 watts or another frequency in the licensed group selected which will not cause objectionable interference.

(c) A relay broadcast station assigned frequencies in Groups H and I will be licensed to operate with a power output not in excess of that necessary to transmit the program and orders satisfactorily to the receivers and shall not be operated with a power greater than that licensed. In event interference may be caused to stations on adjacent channels, licensees shall endeavor to make arrangements to reduce power to a point where interference will not be objectionable. If a satisfactory arrangement cannot be agreed upon, the Commission will determine and specify the maximum power or conditions of operation of each such station.

Sec. 4.26 *Supplemental report with renewal application.* The licensee of a relay broadcast station assigned frequencies under Group J shall submit a supplemental report with and made a part of each application for renewal of license as follows:

1. Number of hours operated for experimental purposes.
2. Developments carried on in the relay broadcast service.
3. Propagation characteristics of the frequencies assigned with regard to relay broadcast service.
4. All developments or major changes in equipment.
5. Any other pertinent developments.

INTERNATIONAL BROADCAST STATIONS

Sec. 4.41 *Defined.* The term "international broadcast station" means a station licensed for the transmission of broadcast programs for international public reception. (Frequencies for these stations are allocated from bands assigned [between 6,000 and 26,600 kilocycles] for broadcasting by International Agreement).

Sec. 4.42 *Licensing requirements; necessary showing.* A license for an international broadcast station will be issued only after a satisfactory showing has been made in regard to the following, among others:

1. That there is a need for the international broadcast service proposed to be rendered.
2. That the necessary program sources are available to the applicant to render an effective international service.
3. That the technical facilities are available on which the proposed service can be rendered without causing interference to established international stations having prior registration and occupancy in conformity with existing international conventions or regulations on the frequency requested.[1]
4. That directive antennas and other technical facilities will be employed to deliver maximum signals to the country or countries for which the service is designed.
5. That the production of the program service and the technical operation of the proposed station will be conducted by qualified persons.
6. That the applicant is technically and financially qualified and possesses adequate technical facilities to carry forward the service proposed.
7. That the public interest, convenience and necessity will be served through the operation of the proposed station.

Sec. 4.43 *Service; commercial or sponsored programs.*

(a) A licensee of an international broadcast station shall render only an international broadcast service which will reflect the culture of this country and which will promote international goodwill, understanding and cooperation. Any program solely intended for, and directed to an audience in the continental United States does not meet the requirements for this service.[2]

(b) Such international broadcast service may include commercial or sponsored programs provided that,

1. Commercial program continuities give no more than the name of the sponsor of the program and the name and general character of the commodity, utility or service, or attraction advertised.
2. In case of advertising a commodity, the commodity is regularly sold or is being promoted for sale on the open market in the foreign country or countries to which the program is directed in accordance with paragraph (c) of this section.
3. In case of advertising an American utility or service to prospective

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[1] See Sec. 4.5 (6) for special log entry requirement.

[2] See "Number of Relay Broadcast Stations That Will be Licensed to Each Holder of Standard Broadcast Station License" as announced by the Commission.

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[1] See General Radio Regulations annexed to the International Telecommunications Convention, Madrid, 1932, Article 7. Prior to Sept. 1, 1939 and thereafter see Cairo General Radio Regulations, Article 7, annexed to the International Telecommunications Conferences, Cairo, Egypt, 1938. Also, see list of assignments to international channels prepared by the Bureau of the International Telecommunications Union, Berne, Switzerland.

[2] Suspended indefinitely Sept. 27, 1939.

(*Continued on page 378*)

FCC Regulations Governing Broadcast Services
Other Than Standard Broadcast

(Continued from page 377)

tourists or visitors to the United States, the advertisement continuity is particularly directed to such persons in the foreign country or countries where they reside and to which the program is directed in accordance with subsection (c) of this section.

4. In case of advertising an international attraction (such as a world fair, resort, spa, etc.) to prospective tourists or visitors to the United States, the oral continuity concerning such attraction is consistent with the purpose and intent of this section.
5. In case of any other type of advertising, such advertising is directed to the foreign country or countries and to which the program is directed in accordance with paragraph (c) of this section and is consistent with the purpose and intent of this section.

(c) The areas or zones established to be served by international broadcast stations are the foreign countries of the world, and directive antennas shall be employed to direct the signals to specific countries. The antenna shall be so designed and operated that the signal (field intensity) toward the specific foreign country or countries served shall be at least 3.16 times the average effective signal from the station (power gain of 10).

(d) An international broadcast station may transmit the program of a standard broadcast station or network system provided the conditions in paragraph (b) of this section in regard to any commercial continuities are observed and when station identifications are made, only the call letter designation of the international station is given on its assigned frequency, and provided further that in the case of chain broadcasting,[1] the program is not carried simultaneously by another international station (except another station owned by the same licensee operated on a frequency in a different group to obtain continuity of signal service), the signals from which are directed to the same foreign country or countries.

(e) Station identification, program announcements, and oral continuity shall be made with international significance (language particularly) which is designed for the foreign country or countries for which the service is primarily intended.

Sec. 4.44 *Frequency assignment.*

(a) The following groups of frequencies are allocated for assignment to international broadcast stations:

Group A	*Group B*	*Group C*	*Group D*
6020 kc	9510 kc	11,710 kc	15,110 kc
6040	9530	11,750	15,150
6060	9570	11,770	15,170
6080	9590	11,790	15,190
6100	9650[2]	11,810	15,210
6140	9670[2]	11,830	15,230
6170[2]		11,850	
6190[2]		11,870	
		11,890	

Group E	*Group F*	*Group G*	*Group H*
15,250 kc	17,760 kc	21,460 kc	25,600 kc
15,270	17,780	21,480	25,625
15,290	17,800	21,520	25,650
15,310	17,830[2]	21,540	25,675
15,330		21,570[2]	25,700
		21,590[2]	25,725
		21,610[2]	25,750
		21,630[2]	25,775
		21,650[2]	25,800
			25,825
			25,850

(b) A separate license and call letter designation will be issued for each frequency except that where frequencies in two or more groups are required to maintain a particular international broadcast service to certain foreign country or countries, one frequency from each of the groups required may be authorized by one license and one call letter designation. In such cases these frequencies shall be used consecutively during a day as required and they shall not be used simultaneously either on the same transmitter or different transmitters.

(c) Not more than one frequency in any one group in paragraph (a) of this section will be assigned to a station.

Sec. 4.45 *Power requirement.* No international broadcast station will be authorized to install equipment or licensed for operation with a power less than 50 kilowatts.[3]

Sec. 4.46 *Supplemental report with renewal application.* A supplemental report shall be filed with and made a part of each application for renewal of license and shall include statements of the following:

1. The number of hours operated on each frequency.
2. A list of programs transmitted of special international interest.
3. Outline of reports of reception and interference and conclusions with regard to propagation characteristics of the frequency assigned.

Sec. 4.47 *Frequency control.* The transmitter of each international broadcast station shall be equipped with automatic frequency control apparatus so designed and constructed that it is capable of maintaining the operating frequency within plus or minus 0.005 per cent of the assigned frequency.[1]

VISUAL BROADCAST SERVICE

[*For recommended new rules and proposed RMA television transmission standards and allocation recommendations, see pages 342 and 343*]

TELEVISION BROADCAST STATIONS

[*See pages 342 and 343 for proposed rules*]

FACSIMILE BROADCAST STATIONS

4.96 Supplemental report with renewal application

Sec. 4.61 *Defined.* The term "visual broadcast service" means a service rendered by stations broadcasting images for general public reception. There are two classes of stations recognized in the visual broadcast service, namely: television broadcast stations and facsimile broadcast stations.

Sec. 4.71 *Defined.* The term "television broadcast station" means a station licensed for the transmission of transient visual images of moving or fixed objects for simultaneous reception and reproduction by the general public. The transmission of the synchronized sound (aural broadcast) is considered an essential phase of television broadcast and one license will authorize both visual and aural broadcast as herein set out.

Sec. 4.72 *Licensing requirements; necessary showing.* A license for a television broadcast station will be issued only after a satisfactory showing has been made in regard to the following, among others:

1. That the applicant has a program of research and experimentation which indicates reasonable promise of substantial contribution to the development of the television broadcast art.
2. That the program of research and experimentation will be conducted by qualified engineers.
3. That the applicant is legally and financially qualified and possesses adequate technical facilities to carry forward the program.
4. That the public interest, convenience and/or necessity will be served through the operation of the proposed station.

Sec. 4.73 *Charges prohibited; restrictions and announcements.* (a) A licensee of a television broadcast station shall not make any charge, directly or indirectly, for the transmission of either aural or visual programs.

(b) In the case of experimental televising of the production of a commercial standard broadcast program, all commercial announcements not a part of the entertainment continuity shall be eliminated from the television broadcast except the mere statement of the name of the sponsor or product or the televising of the trademark, symbol, slogan or product of the sponsor; provided, however, that when the program transmission is incidental to the experiments being conducted and not featured, and subject to interruptions as the experiments may require, the commercial announcements may be broadcast aurally.

(c) No licensee of a standard broadcast station or network shall make any additional charge, directly or indirectly, for the simultaneous transmission of the aural or visual program by a television broadcast station, nor shall commercial accounts be solicited by the licensee of a standard broadcast station or network, or by others acting in their behalf upon the representation that the commercial program will also be transmitted by a television broadcast station.

(d) The synchronized sound (aural) program of a television broadcast station may be broadcast by a standard broadcast station, provided:

1. That no announcements or references shall be made over the standard broadcast station regarding the operation of the television broadcast station, except the mere statement that the program being transmitted is the sound or aural program of a television broadcast station (identify by call letters).
2. That the call letter designation when identifying the television broadcast station shall be given on its assigned frequency only.

Sec. 4.74 *Frequency assignment.* (a) The following groups of channels are allocated for assignment to television broadcast stations licensed experimentally:

Group A	*Group B*	*Group C*
44,000- 50,000 kc	156,000-162,000 kc	Any 6,000 kc. band above 300,000 kc. excluding band 400,000 to 401,000 kc.
50,000- 56,000	162,000-168,000[2]	
66,000- 72,000	180,000-186,000	
78,000- 84,000	186,000-192,000	
84,000- 90,000	204,000-210,000	
96,000-102,000	210,000-216,000[2]	
102,000-108,000	234,000-240,000	
	240,000-246,000	
	258,000-264,000	
	264,000-270,000[2]	
	282,000-288,000	
	288,000-294,000	

(b) Each television station will be assigned only one 6000-kilocycle fre

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[1] See Section 3 (p) of the Communications Act of 1934 for the definition of "chain broadcasting".

[2] Any operation on this frequency prior to September 1, 1939, shall be in compliance with Article 7, Cairo General Radio Regulations as adopted at the International Telecommunications Conferences, Cairo, Egypt, 1938.

[3] This provision shall become effective as applying to existing stations July 1, 1940.

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[1] See Section 4.1 page 376. This provision shall become effective as applying to existing stations Jan. 1, 1941.

[2] See Secs. 4.4 (e) and 4.154 (a).

quency band from groups in paragraph (a) of this rule. Both aural and visual carriers with side bands for modulation are authorized but no emission shall result outside the authorized frequency band.

(c) Frequency band in Group A shall be used by stations principally for developing television intended directly for public reception. Frequency bands in Groups B and C may be licensed for the same purposes as those in Group A and in addition for stations to serve auxiliary television purposes, such as television relay stations, developmental mobile service. However, no mobile or portable station will be licensed for the purpose of transmitting television programs to the public directly.

(d) A licensee will not be granted a second television station to operate on a frequency band in Group A which would serve in whole or part the same service area as already served by a station licensed to it for a frequency band in Group A.

Sec. 4.75 *Power*. The operating power of a television broadcast station shall not be in excess of that necessary to carry forward the program of research. The operating power may be maintained at the maximum rating or less, as the conditions of operation may require.

Sec. 4.76 *Supplemental report with renewal application*. A supplemental report shall be filed with and made a part of each application for renewal of license and shall include statements of the following:

1. Number of hours operated for transmission of television programs.
2. Comprehensive report of research and experimentation conducted.
3. Conclusions and program for further developments of the television broadcast service.
4. All developments and major changes in equipment.
5. Any other pertinent developments.

Sec. 4.91 *Defined*. The term "facsimile broadcast station" means a station licensed to transmit images of still objects for record reception by the general public.

Sec. 4.92 *Licensing requirements*. A license for a facsimile broadcast station will be issued only after a satisfactory showing has been made in regard to the following, among others:

1. That the applicant has a program of research and experimentation which indicates reasonable promise of substantial contribution to the development of the facsimile broadcast service.
2. That sufficient facsimile recorders will be distributed to accomplish the experimental program proposed.
3. That the program of research and experimentation will be conducted by qualified engineers.
4. That the applicant is legally and financially qualified and possesses adequate technical facilities to carry forward the program.
5. That the public interest, convenience and/or necessity will be served through the operation of the proposed station.

Sec. 4.93 *Charges prohibited; restriction*. (a) A licensee of a facsimile broadcast station shall not make any charge, directly or indirectly, for the transmission of programs.

(b) No licensee of any standard broadcast station or network shall make any additional charge, directly or indirectly, for the transmission of some phase of the programs by a facsimile broadcast station, nor shall commercial accounts be solicited by any licensee of a standard broadcast station or network, or others acting in their behalf, upon representation that images concerning that commercial program will be transmitted by a facsimile station.

Sec. 4.94 *Frequency assignment*. (a) The following groups of frequencies are allocated for assignment to facsimile broadcast stations which will be licensed experimentally only:

Group A	*Group B*	*Group C*	*Group D*
25,025 kc	43,540 kc	116,110 kc	Any frequency
25,050	43,580	116,230	above 300,000 kc.
25,075	43,620	116,350	excluding band
25,100	43,660	116,470	400,000 to
25,125	43,700		401,000 kc.
25,150	43,740		
25,175	43,780		
25,200	43,820		
25,225	43,860		
25,250	43,900		
	43,940		

(b) Other broadcast or experimental frequencies may be assigned for the operation of facsimile broadcast stations on an experimental basis provided a sufficient need therefor is shown and no interference will be caused to established radio stations.

(c) One frequency only will be assigned to a facsimile station from the Groups in paragraph (a) of this section. More than one frequency may be assigned under provisions of paragraph (b) of this section if a need therefor is shown.

(d) Each applicant shall specify the maximum modulating frequencies proposed to be employed.

(e) The operating frequency of a facsimile broadcast station shall be maintained in accordance with the frequency tolerance given in Sec. 40.01 provided, however, where a lesser tolerance is necessary to prevent interference, the Commission will specify the tolerance.

(f) A facsimile broadcast station authorized to operate on frequencies regularly allocated to other stations or services shall be required to abide by all rules governing the stations regularly operating thereon, which are applicable to facsimile broadcast stations and are not in conflict with Secs. 4.1 to 4.11, inclusive, of these rules.

Sec. 4.95 *Power*. The operating power of a facsimile broadcast station shall not be in excess of that necessary to carry forward the program of research, provided, however, not more than 1000 watts will be authorized on a frequency in Group A. The operating power may be maintained at the maximum rating or less, as the conditions of operation may require.

Sec. 4.96 *Supplemental report with renewal application*. A supplemental report shall be filed with and made a part of each application for renewal of license and shall include statements of the following:

1. Number of hours operated for transmission of facsimile programs.
2. Comprehensive report of research and experimentation conducted.
3. Conclusions and programs for further developments of the facsimile broadcast service.
4. All developments and major changes in equipment.
5. Any other pertinent developments.

HIGH FREQUENCY BROADCAST STATIONS

Sec. 4.111 *Defined*. The term "high frequency broadcast station" means a station licensed on frequencies above 25,000 kilocycles for transmission of aural programs for general public reception.

Sec. 4.112 *Licensing requirements; necessary showing*. A license for a high frequency broadcast station will be issued only after a satisfactory showing has been made in regard to the following, among others:

1. That the applicant has a program of research and experimentation which indicates reasonable promise of substantial contribution to the development of high frequency broadcasting.
2. That substantial data will be taken on the propagation characteristics of these frequencies; on the noise level in different parts of the city; on the field intensity necessary to render good broadcast service; on antenna design and characteristics with respect to propagation; and on other allied phases of broadcast coverage.
3. That the research and experimentation will be conducted by qualified engineers.
4. That the applicant is legally and financially qualified and possesses adequate technical facilities to carry forward the program.
5. That the public interest, convenience and necessity will be served through the operation of the proposed station.

Sec. 4.113 *Charges prohibited; restriction and announcements*. (a) A licensee of a high frequency broadcast station shall not make any charge, directly or indirectly, for the transmission of programs, but may transmit the programs of a standard broadcast station or network including commercial programs, if the call letter designation when identifying the high frequency broadcast station is given on its assigned frequencies only and the statement is made over the high frequency broadcast station that the program of a standard broadcast station or network (identify by call letters or name of network) is being broadcast. Immediately following any announcement of the call letter designation of a standard broadcast station, the program from which is being broadcast over a high frequency broadcast station, the call letter designation of the high frequency broadcast station shall be given. In case of the rebroadcast of the program of any broadcast station, Sec. 4.10 applies.

(b) No licensee of any standard broadcast station or network shall make any additional charge, directly or indirectly, for the simultaneous transmissions of programs by the high frequency broadcast station, nor shall commercial accounts be solicited by a licensee of a standard broadcast station or network, or by others acting in their behalf upon representation that the commercial program will also be transmitted by a high frequency broadcast station.

Sec. 4.114 *Frequency assignment*.

(a) The following groups of frequencies are allocated for assignment to high frequency broadcast stations:

Group A	*Group B*	*Group C*	*Group D*
25,300 kc	25,900 kc	26,300 kc	42,060 kc
25,325	25,925	26,500	42,100
25,350	25,950	26,700	42,140
25,375	25,975	26,900	42,180
25,400	26,000		42,220
25,425	26,025		42,260
25,450	26,050		42,300
25,475	26,075		42,340
25,500	26,100		42,380
25,525	26,125		42,420
25,550	26,150		42,460

Group E	*Group F*	*Group G*	*Group H*
42,600 kc	116,590 kc	117,190 kc	Any frequency
42,800	116,710	117,430	above 300,000 kc.
43,000	116,830	117,670	excluding band
43,200	116,950	117,910	400,000 to
43,400	117,070		401,000 kc.

(b) A station assigned a frequency in Group A, B, D or F is authorized to operate exclusively with amplitude modulation (maximum band width of emission 30 kc.). A station assigned a frequency in Group C, E or G is authorized to operate exclusively with frequency modulation (maximum band width of emission 200 kc.). A station assigned a frequency in Group H is authorized to operate with either amplitude or frequency modulation with the above band widths of emission as applicable.

(c) Stations serving the same area will not be assigned frequencies separated less than the following:

Group A or B	*Group D*	*Group C, E, F, G or H*
100 kc	160 kc	To be determined

(d) One frequency only in a Group will be assigned to a station. A station assigned a frequency in Group A, B or C will not be assigned another frequency. A station assigned a frequency in Group D may also be assigned a frequency in Group F, and in Group E, also in Group G. In case more than one frequency is assigned to a station, the license authorizes operation on only one of the frequencies at one time.

(e) A licensee of a station assigned a frequency in Group A or one of the last two frequencies in Group C shall make the necessary observations to determine that no interference is caused to international mobile service and international fixed service respectively; and that the operation is in accordance with international agreements on the assignments of stations to this band. If interference is caused to such services the licensee may be required to reduce the operating power of the station or cease operation until the Commission deems no further interference will result.

Sec. 4.115 *Power*.

(a) No high frequency broadcast station will be licensed for an output power rating greater than 1000 watts unless the applicant can show that greater power is needed to carry on a special program of research, provided, however, in no case will an operating power greater than 1000 watts be authorized to a station assigned a frequency in Group A or one of the last two frequencies in Group C.

(b) While conducting apparatus experiments and in case adequate signal for reliable service can be delivered with less power, the operating output may be reduced accordingly.

Sec. 4.116 *Frequency control*. Each high frequency broadcast station transmitter shall be equipped with automatic frequency control apparatus so de-

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signed and constructed that it is capable of maintaining the operating frequency within plus or minus 0.01% of the assigned frequency.

Sec. 4.117 *Supplemental report with renewal application.* A supplemental report shall be filed with each and made a part of the application for renewal of license and shall include statements of the following, among others:

1. The number of hours operated.
2. Data taken in compliance with Sec. 4.112 (2).
3. Outline of reports of reception and interference and conclusions with regard to propagation characteristics of the frequency assigned.
4. Research and experiments being carried on to improve transmission and to develop broadcasting on the very high frequencies.
5. All developments or major changes in equipment.
6. Any other pertinent developments.
7. Comprehensive summary of all reports received. See Sec. 4.114 (e).

NON-COMMERCIAL EDUCATIONAL BROADCAST STATIONS

Sec. 4.131 *Defined.* The term "non-commercial educational broadcast station" means a station licensed to an organized non-profit educational agency for the advancement of its educational work and for the transmission of educational and entertainment programs to the general public.

Sec. 4.132 *Operation and service.* The operation of, and the service furnished by, non-commercial educational broadcast stations shall be governed by the following regulations:

(a) A non-commercial educational broadcast station will be licensed only to an organized non-profit educational agency and upon a showing that the station will be used for the advancement of the agency's educational program particularly with regard to use in an educational system consisting of several units.

(b) Each station may transmit programs directed to specific schools in the system for use in connection with the regular courses as well as routine and administrative material pertaining to the school system and may transmit educational and entertainment programs to the general public.

(c) Each station shall furnish a non-profit and non-commercial broadcast service. No sponsored or commercial program shall be transmitted nor shall commercial announcements of any character be made. A station shall not transmit the programs of other classes of broadcast stations unless all commercial announcements and commercial references in the continuity are eliminated.

Sec. 4.133 *Power.* The operating power of non-commercial educational broadcast stations shall be not less than 100 watts or greater than 1000 watts unless a definite need for greater power is shown.

Sec. 4.134 *Frequency control.* The transmitter of each non-commercial educational broadcast station shall be equipped with automatic frequency control apparatus so designed and constructed that it is capable of maintaining the operating frequency within plus or minus 0.01 percent of the assigned frequency.

Sec. 4.135 *Operating schedule.* Non-commercial educational broadcast stations are not required to operate on any definite schedule or minimum hours.

Sec. 4.136 *Equipment requirements.* The transmitting equipment, installation, and operation as well as the location of the transmitter shall be in conformity with the requirements of good engineering practice as released from time to time by the Commission.

Sec. 4.137 *Frequencies.*

(a) The following frequencies are allotted for assignment to non-commercial educational broadcast stations:

41,020 kc	41,220 kc	41,420 kc	41,620 kc	41,820 kc
41,060	41,260	41,460	41,660	41,860
41,100	41,300	41,500	41,700	41,900
41,140	41,340	41,540	41,740	41,940
41,180	41,380	41,580	41,780	41,980

(b) Stations serving the same area will not be assigned frequencies separated less than 160 kilocycles.

(c) Amplitude modulation shall be employed exclusively unless it can be shown that frequency modulation will better serve the purpose of the station in which case such modulation may be authorized provided sufficient frequencies can be grouped so as to obtain the required band width without causing interference to established stations or preventing the full expansion of the service.

(d) Only one frequency will be assigned to a station.

DEVELOPMENTAL BROADCAST STATIONS

Sec. 4.151 *Defined.* The term "developmental broadcast station" means a station licensed to carry on development and research for the advancement of broadcast services along lines other than those prescribed by other broadcast rules or a combination of closely related developments that can be better carried on under one license.

Sec. 4.152 *Licensing requirements; necessary showing.*

(a) Licenses for developmental broadcast stations will be issued only after a satisfactory showing has been made in regard to the following, among others:

1. That the applicant has a program of research and development which cannot be successfully carried on under any of the classes of broadcast stations already allocated, or is distinctive from those classes, or combination of closely related developments that involve different phases of broadcasting which can be pursued better under one license.
2. That the program of research has reasonable promise of substantial contribution to the development of broadcasting, or is along lines not already thoroughly investigated.
3. That the program of research and experimentation will be conducted by qualified persons.
4. That the applicant is legally and financially qualified and possesses adequate technical facilities to carry forward the program.
5. That the public interest, convenience and necessity will be served through the operation of the proposed station.

(b) A separate developmental broadcast station license will be issued for each major development proposed to be carried forward. When it is desired to carry on several independent developments, it will be necessary to make satisfactory showing and obtain a license for each.

Sec. 4.153 *Program service; charges prohibited; announcements.*

(a) A licensee of developmental broadcast stations shall broadcast programs only when they are necessary to the experiments being conducted. No regular program service shall be broadcast unless specifically authorized by the license.

(b) A license of a developmental broadcast station shall not make any charge, directly or indirectly, for the transmission of programs, but may transmit the programs of a standard broadcast station or network including commercial programs, if the call letter designation when identifying the developmental broadcast station is given on its assigned frequency only and the statement is made over the developmental broadcast station that the program of a broadcast station or network (identify by call letters or name of network) is being broadcast in connection with the developmental work. In case of the rebroadcast of the program of any broadcast station, Sec. 4.10 applies.

Sec. 4.154 *Frequency assignment.*

(a) The following frequencies are allocated for assignment to developmental broadcast stations:*

	1,614
2,396 2,400	2,398
3,490 3,495	3,492.5
4,795 4,800	4,797.5
6,420 6,430	6,425
8,650 8,660	8,655[1]
9,130 9,140	9,135

12,855 12,870	12,862.5
17,300 17,320	17,310
23,100	
30,660	
31,020	
31,140	
31,180	
31,540	
33,340	
33,460	
33,620	
35,060	
35,460	
37,060	

37,140
37,540
39,140
39,460
39,540
132,400
132,680
133,380
134,360
135,340
137,440
137,860
138,140
138,840
139,540
139,960
162,000 to 168,000
210,000 to 216,000
264,000 to 270,000
300,000 to 400,000
401,000 and above

* Also available for assignment to all other stations in the experimental service.

(b) A license will be issued for more than one of these frequencies upon a satisfactory showing that there is need thereof.

(c) The frequencies suited to the purpose and in which there appears to be the least or no interference to established stations shall be selected.

(d) In cases of important experimentation which cannot be conducted successfully on the frequencies allocated in subsection (a) of this Rule, the Commission may authorize developmental broadcast stations to operate on any frequency allocated for broadcast stations or any frequencies allocated for other services under the jurisdiction of the Commission upon satisfactory showing that such frequencies can be used without causing interference to established services.

Sec. 4.155 *Frequency tolerance.*

(a) The operating frequency of a developmental broadcast station shall be maintained in accordance with the frequency tolerance given in Sec. 4.1, provided, however, where lesser tolerance is necessary to prevent interference, the Commission will specify the tolerance.

(b) The operating power of a developmental broadcast station shall not be in excess of that necessary to carry on the program of research. The operating power may be maintained at the maximum rating or less, as the conditions of operation may require.

Sec. 4.156 *Supplemental report with renewal application.* A supplemental report shall be filed with and made a part of each application for renewal of license and shall include statements of the following, among others:

1. The number of hours operated.
2. Comprehensive report on research and experiments conducted.
3. Conclusions and program for further development of the broadcast service.
4. All developments and major changes in equipment.
5. Any other pertinent developments.

Sec. 4.157 *Frequency restrictions.* A developmental broadcast station authorized to operate on frequencies regularly allocated to other stations or services, shall be required to abide by all rules governing the stations operating regularly thereon which are applicable to developmental broadcast stations and are not in conflict with Secs. 4.1 to 4.11, inclusive, and Secs. 4.151 to 4.156, inclusive, of these rules.

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[1] This frequency will not be available for the experimental service after October 1, 1939.

REGULATIONS GOVERNING CANADIAN BROADCAST STATIONS

Made Under Canadian Broadcasting Act, 1936

(As Promulgated by Canadian Broadcasting Corporation, Effective Nov. 1, 1937, and Amended April 1 and July 7, 1939)

Authority. The attached regulations, numbered 1 to 23, were passed at a meeting of the Canadian Broadcasting Corporation held at Toronto, in the Province of Ontario, on the 8th day of September, 1937, as and for the regulations of the Canadian Broadcasting Corporation, and were made under authority of subsection one of section twenty-two of The Canadian Broadcasting Act, chapter twenty-four of the Statutes of 1936, which reads as follows:—

"The Corporation may make regulations

(*a*) to control the establishment and operation of chains or networks of stations in Canada;

(*b*) to prescribe the periods to be reserved periodically by any private station for the broadcasting of programs of the Corporation;

(*c*) to control the character of any and all programs broadcast by Corporation or private stations;

(*d*) to determine the proportion of time which may be devoted to advertising in any programs broadcast by the stations of the Corporation or by private stations and to control the character of such advertising;

(*e*) to prescribe the proportion of time which may be devoted to political broadcasts by the stations of the Corporation and by private stations, and to assign such time on an equitable basis to all parties and rival candidates."

Definitions. 1. In these regulations, unless the context otherwise requires.

(*a*) The "Act" means The Canadian Broadcasting Act, chapter twenty-four of the Statutes of 1936;

(*b*) "Corporation" means the Canadian Broadcasting Corporation;

(*c*) "licence" means a licence issued to a broadcasting station under the Radiotelegraph Act; and "licensee" means the holder of such licence;

(*d*) "private station" means any broadcasting station licensed to a person other than the Corporation;

(*e*) "regulations" means these regulations;

(*f*) "representatives of the Corporation" means the General Manager of the Corporation, the Assistant General Manager of the Corporation or persons authorized in writing by the General Manager of the Corporation;

(*g*) "station" refers to stations owned or operated by the Corporation as well as by others and it may also refer to the owner or licensee of a station.

Scope of Regulations. 2. These regulations apply to all stations in Canada and to all matter broadcast by such stations.

Program Log. 3. (1) Each station shall maintain a program log in a form acceptable to the Corporation and shall cause entries to be made therein as follows:—

(*a*) date, call letters, location, frequency;

(*b*) the time at which each station identification announcement is made;

(*c*) the title and brief description of each program broadcast, with the time of the beginning and ending so as to give a continuous record of each day's broadcast. If a mechanical reproduction is used, that fact shall be noted, together with a statement whether or not announcement thereof was made. In the case of a talk or speech, the name of the speaker and the auspices under which the talk or speech was given shall be entered. If the speech is made by a political candidate or on behalf of of a political candidate or political party, the political affiliation of the candidate or party shall also be entered;

(*d*) the duration of each spot or other similar announcement and the broadcast hour during which it was transmitted;

(*e*) the name of the sponsor of any program or announcement for which the station is paid

(2) Key letters or abbreviations may be used if the explanation of each is plainly given in the log. The logs shall be produced for the inspection of the representatives of the Corporation upon the request of such representatives.

(3) Each station shall keep on file a copy of

(*a*) the continuity used for any program:

(*b*) all program or other announcements containing advertising matter;

(*c*) the manuscript of addresses or talks.

(4) In the case of chain broadcasts these records shall be kept by the originating station.

(5) Such records shall be retained by the station for a period of one year and shall be open for inspection by representatives of the Corporation upon request of such representatives.

Time. 4. The time mentioned in all program logs and contracts used in connection with broadcasting shall be local standard time (or local daylight-saving time if that is in force) unless otherwise specified or agreed.

Program Schedules. 5. Each station shall, each week, file with the Corporation in a form acceptable to the Corporation an advance copy of its program schedule for the following week, showing the exact hours and how they are to be occupied each day.

Station Identification. 6. Each station shall announce its call letters not less than once nor more than four times an hour, during hours of operation.

Programs in General. *7. No one shall broadcast

(*a*) anything contrary to law;

(*b*) the actual proceeding at any trial in a Canadian Court;

(*c*) abusive comment on any race, religion or creed;

(*d*) obscene, indecent or profane language;

(*e*) malicious, scandalous, or defamatory matter;

(*f*) advertising matter containing false or deceptive statements;

(*g*) false or misleading news;

(*h*) upon the subject of birth control;

(*i*) upon the subject of venereal disease, or other subjects relating to public health which the Corporation may from time to time designate, unless such subjects be presented in a manner and at a time approved by the General Manager as appropriate to the medium of broadcasting;

(*j*) (i) programs presenting a person who claims supernatural or psychic powers, or a fortune-teller, character analyst, crystal-gazer or the like, or programs which lead or may lead the listening public to believe that the person presented claims to possess or possesses supernatural or psychic powers or is or claims to be a fortune-teller, character analyst, crystal-gazer or the like.

(ii) programs in which a person answers or solves or purports to answer or solve questions or problems submitted by listeners or members of the public unless such programs prior to being broadcast shall have been approved in writing by a representative of the Corporation.

Political broadcasts. 8. (1) Political broadcasts are governed by subsections (3), (4) and (5) of section 22 of The Canadian Broadcasting Act, 1936, which read as follows:—

"(3) Dramatized political broadcasts are prohibited.

"(4) The names of the sponsor or sponsors and the political party, if any, upon whose behalf any political speech or address is broadcast shall be announced immediately preceding and immediately after such broadcasts.

"(5) Political broadcasts on any Dominion, Provincial or Municipal election day and on the two days immediately preceding any such election day are prohibited."

(2) Each station shall allocate time for political broadcasts as fairly as possible between the different parties or candidates desiring to purchase or obtain time for such broadcasts.

Advertising Content. 9. (1) The advertising content of any program shall not exceed in time ten per cent of any program period.

(2) Notwithstanding the provisions of subsection (1) any station shall upon instruction in writing from the Corporation reduce the total daily advertising content of its programs if the said total daily advertising content in the opinion of the Corporation occupies an undue proportion of the daily broadcast time.

(3) Upon notice in writing from the Corporation any station shall change the quality or nature of its advertising broadcasts.

10. Notwithstanding the provisions of these regulations the Corporation may, upon satisfactory evidence being submitted to it of a contract or contracts for the use of mechanical reproductions outstanding on November 1, 1937, which contain more than the advertising content prescribed in section 9 (1) or which relate to the subjects mentioned in section 7 (*j*) permit the continued use of the said mechanical reproductions until, but not beyond December 31, 1937.

Advertising programs in general. 11. (1) In any program no one shall advertise

(*a*) any act or thing prohibited by law;

(*b*) the prices of goods or services, except the prices of publications auxiliary to the information services of the Corporation;

(*c*) any insurance corporation not registered to do business in Canada;

(*d*) bonds, shares, or other securities or mining or oil properties or royalties or other interests in mining or oil properties other than the securities of the Dominion or Provincial governments or municipalities or other public authorities, provided nothing herein shall prevent anyone from sponsoring a program giving quotations of market prices without comment;

(*e*) spirituous liquors;

Subsection (*f*) of Clause 11 was repealed and the following new regulation substituted effective April 1, 1939:

(*f*) wine and beer except that programmes sponsored by breweries or wine companies will be temporarily allowed in the Province of Quebec subject to the following conditions:

(i) The only announcements of sponsorship allowed shall be two in number —one at the beginning of each programme and one at the end.

(ii) The form of such announcements shall be:

"This programme is presented with the compliments of the ABC Brewery".

"This programme has been presented with the compliments of the ABC Brewery."

or some suitable and necessary variation of these forms.

(iii) No other announcement shall be made or devices used in any such programme to advertise the product of the sponsor.

(iv) All continuities and programmes shall be approved by the General Manager before they are broadcast.

Spot Announcements. 12. (1) "Spot" announcements shall not exceed two minutes for each broadcasting hour, subject always to the provisions of subsection (2) of this regulation.

(2) No "spot" announcement shall be broadcast on week-days between 7:30 p. m. and 11 p. m. nor on Sundays at any time, provided that where exceptional conditions prevail owing to the geographical situation stations may be given permission by the Corporation to broadcast "spot" announcements on week-days during the hours prohibited in this section.

(3) Subsections (1) and (2) of this regulation shall not apply to time signals or weather reports, provided that no advertising other than the name of the sponsor is mentioned.

Foods and Drugs; Proprietary or Patent Medicines. 13. (1) No continuity advertising an article marketed under the Proprietary or Patent Medicine Act or the Food and Drugs Act may be broadcast until it has been approved by the Department of Pensions and National Health. Continuities submitted for approval shall be forwarded, in duplicate, to the Canadian Broadcasting Corp., 341 Church St., Toronto, at least two weeks in advance of intended use. The formula for any article bearing a distinctive or trade name distinguishing it from any other product, and marketed under the Food and Drugs Act, shall be submitted with each pertinent continuity.

(2) No electrical transcription advertising an article marketed under the Proprietary or Patent Medicine Act or the Food and Drugs Act shall be broadcast by any station unless certified by an affidavit that the advertising continuity has been approved by the Department of Pensions and National Health.

(3) No announcer may broadcast any statement concerning any article marketed under the Food and Drugs Act or the Proprietary or Patent Medicine Act that is not contained in the continuity approved by the Department of Pensions and National Health.

(*Continued on page 382*)

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* NOTE TO SECTION 7. It is not the intention of the Corporation to restrict freedom of speech nor the fair presentation of controversial material. On the contrary, the policy of the Corporation is to encourage the fair presentation of controversial questions. At the same time, it should be realized that the message of broadcasting is received at the fireside in the relatively unguarded atmosphere of the home, reaching old and young alike. Certain subjects, while meriting discussion elsewhere in the public interest are not necessarily suitable for this intimate medium.

REGULATIONS GOVERNING CANADIAN BROADCAST STATIONS

(Continued from page 381)

(4) Testimonials referring to an article marketed under the Food and Drugs Act or the Proprietary or Patent Medicine Act shall be regarded as constituting a part of the advertising continuity.

(5) No continuity recommending any treatment for any ailment shall be broadcast until it has been approved by the Department of Pensions and National Health.

(6) Inspectors of Food and Drugs, Department of Pensions and National Health, are authorized to act as representatives of the Corporation for the purpose of enforcing this regulation.

News Broadcasts. 14. Stations shall not transmit any news or information of any kind published in any newspaper or obtained, collected, collated, or coordinated by any newspaper or association of newspapers or any news agency or service, except the following:—

(*a*) Such news bulletins as are released regularly from the various bureaus of The Canadian Press for the express use of broadcasting stations in Canada;

(*b*) Local news under arrangements to be made by each station individually with its local newspaper or newspapers, or such news as it may collect through its own employees;

(*c*) News from sources other than those provided for in subsections (*a*) and (*b*) herein, shall not be broadcast unless the express permission in writing of the Corporation through its General Manager is secured in advance.

Material to be submitted. 15. Representatives of the Corporation may require the production of material to be broadcast before any broadcast is arranged to take place.

Corporation Programs. 16. Time reserved for the broadcasting of Corporation programs shall be used only for such programs unless approval to the contrary has been received in writing from the Corporation in each specific case.

Priority for Programs. 17. Stations shall upon request of the Corporation give right of way to such Corporation or other programs as the Corporation shall designate. In such event neither the station nor the Corporation shall incur any liability for compensation or damages.

Re-broadcasting of programs. 18. No station shall "pick up" and re-broadcast any program unless permission in writing has first been obtained from the Corporation.

Mechanical Reproductions. 19. (1) No station shall use a mechanical reproduction (except when its use is merely incidental as for an identification or background) between the hours of 7:30 p. m. and 11:00 p. m. except with the previous consent of the Corporation in writing.

(2) A mechanical reproduction shall be announced as such immediately before and after the program concerned, except when its use is merely incidental as for an identification or background. The exact form of announcement is not prescribed, but the language shall be clear and in terms commonly used and understood. The following are examples of statements sufficient for the purpose:—

(*a*) "This is a recorded program."

(*b*) "This is a program of electrical transcription."

(3) No program of mechanical reproductions shall contain any reference to the name of any person, firm or corporation connected with the manufacture, sale, hire or ownership of the said mechanical reproductions used in the said program.

Effective July 7, 1939, Regulation No. 19, is amended by adding the following new subsection (4):

19. (4) No one shall, by means of a mechanical reproduction or otherwise, broadcast any program which achieves indirectly by an evasion what a regulation or ruling of the Corporation prohibits from being broadcast directly and which shall have the effect of allowing the broadcasting of any program or speech, the simultaneous broadcasting of which over a network or hook-up is contrary to the regulations or rulings of the Corporation.

Chain Broadcasting. 20. Unless permission in writing is first obtained from the Corporation

(*a*) no station shall continue to be a part or shall form a part of a chain or network originating outside of Canada;

(*b*) no chain or network of two or more stations shall continue to be operated within Canada or shall be set up or operated within Canada;

(*c*) no station shall continue to be or become an outlet for any station, chain or network existing or originating outside of Canada;

(*d*) no station shall continue to be or become an associate station of or with any station, chain or network existing or originating outside of Canada.

Station Contracts. 21. Every station shall file with the Corporation a copy of the forms of contract used by it and a statement of its charges. Every such contract shall expressly make the enjoyment of the privilege to broadcast conditional upon the observance of these regulations. The licensee of each station shall see that a copy of these regulations is available at the station and that the station employees and persons broadcasting are familiar with them.

Violation of Regulations. 22. The Corporation may send a written or telegraph notice to the licensee of any station informing him of any alleged violation of these regulations and he shall have a delay of six days within which to answer in writing, giving in full his reply to the notice. The Corporation may make such investigation of the facts as it shall consider appropriate and for this purpose its representatives may examine the records and question the employees of any station.

Repeal. 23. These regulations shall have full force and effect as of the 1st day of November, 1937, and on and after that date all regulations inconsistent therewith shall be deemed to have been repealed.

NOTE: The penalty for violation of these regulations is provided for under section 22 (6) of the Act which reads:

"(6) In case of any violation or non-observance by a private station of the regulations made by the Corporation under this section, the Corporation may order that the license of such private station be suspended for a period not exceeding three months and any such order shall be forwarded to the Minister who shall forthwith communicate the same to the licensee of the station and shall take such steps as may be necessary to carry out the terms of such order."

All by Ourselves We Nearly Elected a Mayor

IN THE 1940 mayoralty elections in Toronto there were two candidates. One was supported by all the newspapers. The other's only means of publicity was our radio station. Here is an extract from a letter from the Tandy Advertising Agency Limited:

> "It is also in order for us to congratulate you on the good work done by your station. Running for the office of Mayor, Major Duncan was opposing a candidate who was solidly supported by all Toronto daily papers. Major Duncan used small newspaper advertisements to call attention to his broadcasts on your station. Despite the combined editorial opposition of the papers together with the fact that his opponent was already the Mayor running for re-election, he ran neck and neck for mayoralty honours and was only defeated by a small majority.
>
> "Major Duncan was indeed a 'radio candidate' and as he used *only* CKCL we wish to congratulate your station on the splendid work it did for him."

When one radio station can bring a candidate into a neck and neck mayoralty contest and have him lose by only about 3500 votes in a total poll of 120,000, that station has plenty of audience. You had best consider this audience when considering the Toronto market.

CKCL

TORONTO, CANADA

Henry S. Gooderham, President

Rules & Regulations
and
Standards

Applicable to Standard Broadcast Stations
Including
Rules of Practice and Procedure
General Rules and Regulations
Governing all classes of radio stations
Rules Governing Standard Broadcast Stations
Standards of Good Engineering Practice
Concerning Standard Broadcast Stations, 550-1600 Kc.
As Promulgated by the
FEDERAL COMMUNICATIONS COMMISSION
In Effect August 1, 1939
Published by

BROADCASTING
Broadcast Advertising

National Press Bldg. Washington, D. C.

60c per copy
Two or more copies, 50c each ● *72 pages*

Directory of

RADIO SET AND OTHER RECEIVING EQUIPMENT MANUFACTURERS

(Official Membership of Radio Manufacturers Association as of January 1, 1940)

AEROVOX CORP.—740 Belleville Ave., New Bedford, Mass. Products: capacitors, dry and wet electrolytics for radio and industrial purposes; auto radio condensers; paper wax and oil impregnated units; standard and silver plate mica condensers of close tolerances; transmitting capacitors; resistors, insulated molded carbon and lacquer coated, fixed and adjustable vitreous enamel; duplicate replacement capacitors for radio refrigeration; interference filters; noise analyzer. Trade Names: *Aerovox, Hi-Farad, Metalohms, Resistoformer, Pyrohms.*

ALLEN-BRADLEY CO.—1326 S. Second St., Milwaukee, Wis. Products: bradleyometers, bradleyunits, bradleystats, radioleaks. Trade Name: *Bradley.*

AMERICAN STEEL PACKAGE CO.—Squire Ave., Defiance, O. Products: Variable gang condensers. Trade Name: *Defiance.*

AMPERITE CO.—561 Broadway, New York City. Products: amperite ballest tubes, velocity microphones, musical instrument kontak microphones, microphone stands, microphone transformers. Trade Name: Amperite.

ARCTURUS RADIO TUBE CO.—720 Frelinghuysen Ave., Newark, N. J. Products: radio receiving tubes. Trade Name: *Arcturus.*

AUTOMATIC RADIO MFG. CO., INC.—122 Brookline Ave., Boston, Mass. Products: receiving sets—midget, table, console, automobile, battery, portable. Trade Names: *Automatic, Auto Rola, Tom Thumb, Automaster, Airmaster.*

BEAD CHAIN MFG. CO.—110 Mountain Grove St., Bridgeport, Conn. Products: radio tube contact pins. Trade Name: *Bead Chain.*

BELMONT RADIO CORP.—1257 Fullerton Ave., Chicago, Ill. Products: receiving sets—consoles, midgets, automobile, portable, combination radio-phonograph, television consoles. Trade Name: *Belmont.*

BENTLEY, HARRIS MFG. CO.—Hector & Lime Sts., Conshocken, Pa. Products: varnished tubing and sleeving. Trade Name: *B.H.*

BIRNBACH RADIO CO., INC.—145 Hudson St., New York City. Products: aerial wire, hook-up wires, lead-in wires, aerial accessories, standoff insulators, aerial kits, double antenna systems, automotive radio accessories, short-wave parts, rubber-covered colored wires, transmitting parts, etc. Trade Name: *Birco.*

BLILEY ELECTRIC CO.—Union Station Bldg., Erie, Pa. Products: quartz crystals, crystal holders and crystal ovens. Trade Name: *Bliley.*

WILLIAM BRAND & CO.—276 Fourth Ave., New York City. Products: varnished tubing, saturated sleeving, mica condenser films and fabricated parts, varnished cambric, paper in rolls, tape, etc., sheet and fabricated bakelite, fibre, etc. Trade Name: *Turbo.*

WALTER C. BRAUN, INC.—601 W. Randolph St., Chicago, Ill. Products: amplifiers. Trade Names: *Radolek, Ozarka, Pioneer.*

C. F. CANNON CO.—Main St., Springwater, N. Y. Products: headsets. Trade Name: *Cannon-Ball.*

CENTRALAB—900 E. Keefe Ave., Milwaukee, Wis. Products: variable resistors, volume and tone controls, fixed resistors, ceramic capacitors and switches. Trade Name: *Centralab.*

CHAMPION RADIO WORKS—88 Holten St., Danvers, Mass. Products: radio tubes, resistance tubes. Trade Name: *Champion.*

CHICAGO TELEPHONE SUPPLY CO.—1142-1228 W. Beardsley Ave., Elkhart, Ind. Products: volume controls, tone controls, switches, fixed resistances, head phones, etc. Trade Names: *Frost-Radio, Chiphone, CTS.*

CHICAGO TRANSFORMER CORP.—3501 Addison St., Chicago, Ill. Products: small transformers and reactors.

CINAUDAGRAPH CORP.—2 Selleck St., Stamford, Conn. Products: speakers for radio and public address systems. Trade Name: *Cinaudagraph Corp.*

CINCH MFG. CORP.—2335 W. Van Buren St., Chicago, Ill. Products: tube sockets, soldering lugs, terminal strips, connector plugs, etc. Trade Name: *Cinch.*

CLAROSTAT MFG. CO., INC.—285 N. Sixth St., Brooklyn, N. Y. Products: fixed resistors, variable resistors, wire and carbon. Trade Name: *Clarostat.*

COLONIAL RADIO CORP.—254 Rano St., Buffalo, N. Y. Products: receiving sets—midget, table, console, battery, automobile, combination radio-phonograph, portable. Trade Names: *Colonial, King.*

CONTINENTAL CARBON INC.—13900 Lorain Ave., Cleveland, O. Products: resistors, suppressors, carbon granules for transmitters, resistor kits and paper dielectic condensers, *Filternoys* to eliminate radio interference. Trade Names: *Continental, Filternoys.*

CONTINENTAL RADIO & TELEVISION CORP.—3800 Cortland St., Chicago, Ill. Products: receiving sets, combination radio-phonograph, midget, console, table, battery, automobile. Trade Name: *Admiral.*

CORNELL-DUBILIER ELECTRIC CORP.—1000 Hamilton Blvd., South Plainfield, N. J. Products: capacitors. Trade Names: *Micadon, Ducon, Tubular, C-D, Cub, Tigers, Hi-Mike, Dykanol, Beaver.*

CORNING GLASS WORKS—Walnut St., Corning, N. Y. Products: bulbs and tubing for radio and television tubes, insulators. Trade Names: *Corning, Pyrex.*

CORNISH WIRE CO. INC.—30 Church St., New York City. Products: radio hook-up wires, antenna accessories, antenna kits, shielded auto radio wires. Trade Names: *Corwico, Cor-Lac, Nu-Cor, Super-Cor, Braidite, Flexibus.*

CRESCENT TOOL & DYE CO.—4140 W. Belmont Ave., Chicago, Ill. Products: loud speakers, tools and dyes, miscellaneous metal and fiber stampings, transformer channel frames, subpanel, chassis, pulleys and brackets.

CROSLEY RADIO CORP.—1329 Arlington St., Cincinnati, O. Products: receiving sets—midget, table, console, combination radio-phonograph, battery, automobile, portable, facsimile receivers. Trade Name: *Crosley.*

CROWE NAME PLATE & MFG. CO.—3701 Ravenswood Ave., Chicago, Ill. Products: tuning units for household and automobile radios; dials, scales on glass, metal, pyralin and bakelite; embossed, etched, or lithographed escutcheons and nameplates; controls and decorated panels for sound equipment and analyzers, metal grilles and cabinets. Trade Name: *Crowe.*

DeJUR-AMSCO CORP.—6 Bridge St., Shelton, Conn. Products: radio, electrical and photographic products. Trade Name: *DeJur-Amsco.*

DeWALD RADIO MFG. CORP.—440 Lafayette St., New York City. Products: receiving sets, console, table, midget, combination radio-phonograph, battery, automobile. Trade Names: *Pierce Airo, DeWald.*

JAMES W. DOYLE, INC.—311 N. Desplaines St., Chicago, Ill. Products: coils and transformers. Trade Name: *James W. Doyle, Inc.*

WILBUR B. DRIVER CO.—150 Riverside Ave., Newark, N. J. Products: resistance wire, carbonized nickel ribbon, nickel support wire, grid wire, filament wire. Trade Names: *Radiocarb A, Policarb, Duocarb, Sylvaloy, Cobanic, Tensite, Hilo, Modified Hilo, Emissaloy, Mangrid, Cupron, Balco, Tophet A, Tophet C.*

HUGH H. EBY, INC.—4700 Stenton Ave., Philadelphia, Pa. Products: binding posts, plugs, terminal strips, sockets, metal and bakelite punchings, electric eyes, radio and electrical specialties. Trade Name: *Eby.*

ELECTRICAL RESEARCH LABORATORIES, INC.—2020 Ridge Ave., Evanston, Ill.—Products: receiving sets—midget, table, console, combination radio-phonograph, battery, portable. Trade Names: *Erla, Sentinel.*

ELECTRO MOTIVE MFG. CO., INC.—S. Park & John Sts., Williamantic, Conn. Products: carbon resistors, molded mica condensers, padders and trimmers, automobile suppressors. Trade Name: *Elmenco.*

EMERSON RADIO & PHONOGRAPH CORP.—111 Eighth Ave., New York City. Products: receiving sets—midget, table, console, combination radio-phonograph, battery, portable, television sets. Trade Name: *Emerson.*

ERIE RESISTOR CORP.—644 W. 12th St., Erie, Pa. Products: resistors, compensating condensers, silver-mica condensers, iron cores, plastic parts. Trade Name: *Erie.*

ESSEX WIRE CORP.—14310 Woodward Ave., Detroit, Mich. Products: radio wires, magnet wire and cord sets. Trade Names: *Hewill, Paranite, S-X.*

FARNSWORTH RADIO & TELEVISION CORP.—3700 E. Pontiac St., Ft. Wayne, Ind. Products: radio sets, console, table, midget, portable, combination radio—phonograph, battery, police, television sets, transmitters, sound transmitters. Trade Names: *Farnsworth, Capehart.*

JOHN E. FAST & CO.—3123 N. Crawford Ave., Chicago, Ill. Products: fixed electrical condensers. Trade Name: *Fast.*

GALVIN MFG. CORP.—4545 Augusta Blvd., Chicago, Ill. Products: receiving sets—console, table, midget, automobile, battery. Trade Name: *Motorola.*

GENERAL ELECTRIC CO.—1285 Boston Ave., Bridgeport, Conn. Products: broadcast and television receivers—console, table, midget, combination radio-phonograph, automobile, battery, *Handy Phone,* radio tubes, broadcast and television transmitters and transmitting and television tubes. Trade Name: *GE.*

GENERAL INSTRUMENT CORP.—829 Newark Ave., Elizabeth, N. J. Products: multiple variable condensers. Trade Name: *G.I.*

GENERAL RADIO CO.—30 State St., Cambridge A, Mass. Products: laboratory and production test equipment and apparatus, radio parts for general experimental purposes. Trade Name: *General Radio.*

GITS MOLDING CORP.—4600 W. Huron St., Chicago, Ill. Products: drum dial, insulators, housings, escutcheons, knobs, push buttons, remote control cases, trade marks and medallions, concentric cable. Trade Name: *The Molding Gits Corp.*

EDWIN I. GUTHMAN & CO.—400 S. Peoria St., Chicago, Ill. Products: r.f. coils, chokes, oscillators, i.f. transformers, padder and trimmer condensers, textile covered and Litzendraht wire, radio cabinets, coil winding machinery. Trade Names: *Guthman, Super Q.*

HAMMARLUND MFG. CO., INC.—424 W. 33rd St., New York City. Products: variable condensers, trimmers, short-wave parts, receiving sets, commercial and short wave. Trade Names: *Hammarlund, Super Pro, H-Q "120".*

HAWLEY PRODUCTS CO.—201 N. First Ave., St. Charles, Ill. Products: speaker diaphragms and spiders, automobile speaker housings, loop antenna covers and other molded fibre specialties.

HAZELTINE CORP.—15 Exchange Pl., Jersey City, N. J. Products: patents and engineering service to manufacturers.

HYGRADE SYLVANIA CORP.—Emporium, Pa. Products: radio receiving tubes. Trade Names: *Sylvania, Hygrade.*

HYTRON CORP.—76 Lafayette St., Salem, Mass. Products: radio tubes. Trade Name: *Hytron.*

INDIANA STEEL PRODUCTS CO.—135 S. LaSalle St., Chicago, Ill. Products: permanent magnets for all purposes. Trade Name: *Ispco.*

INTERNATIONAL RESISTANCE CO.—401 N. Broad St., Philadelphia, Pa. Products: resistors—fixed and variable, metallized, precision, power wire wound, voltage dividers, volume controls and tone controls, rheostats, attenuators. Trade Names: *I.R.C., Metallized.*

IRVINGTON VARNISH & INSULATOR CO.—6 Argyle Terrace, Irvington, N. J. Products: insulating materials used in the manufacture of radio parts, such as varnished cambric, varnished paper, irv-o-slot insulation and saturated and varnished tubing. Trade Names: *Irvington Insulation, Standard of the World.*

JEFFERSON ELECTRIC CO.—25th Ave. & Madison St., Bellwood, Ill. Products: radio, electric and automotive transformers, chokes, coils, television deflecting yokes, scanning transformers. Trade Name: *Jefferson.*

JENSEN RADIO MFG. CO.—6601 So. Laramie Ave., Chicago, Ill. Products: loud speakers. Trade Name: *Jensen.*

KEN-RAD TUBE AND LAMP CORP.—Owensboro, Ky. Products: radio tubes and incandescent electric lamps. Trade Name: *Ken-Rad.*

KESTER SOLDER CO.—4201 Wrightwood Ave., Chicago, Ill. Products: solders, plastic rosin flux filled solder, special flux solders for radio and electric work. Trade Name: *Kester.*

KING LABORATORIES, INC.—205 Oneida St., Syracuse, N. Y.—Products: barex embedded getters, special alloys, chemicals and metals. Trade Name: *Barex.*

KALORAMA LABORATORIES, INC.—168 Coit St., Irvington, N. J. Products: television and radio research. Trade Name: *Kalorama.*

(Continued on page 384)

RADIO SET AND OTHER RECEIVING EQUIPMENT MANUFACTURERS

(*Continued from page 383*)

LENZ ELECTRIC MFG. CO.—1751 N. Western Ave., Chicago, Ill. Products: cords, wires and cables for radio.

MAGNAVOX CO.—2131 Bueter Rd., Fort Wayne, Ind. Products: radio loud speakers, wet and dry types electrolytic filter and by-pass capacitors. Trade Name: *Magnavox*.

P. R. MALLORY & CO., INC.—3029 E. Washington St., Indianapolis, Ind. Products: dry electrolytic condensers for AC and DC auto-radio vibrators, all-wave switches, volume controls, power rheostats, heavy duty and flexible resistors, dial light assemblies, grid bias cells, jacks, jack switches, push button switches, plugs, cable connectors, radio convenience outlets, dry disc rectifiers, battery chargers, resistance welding electrodes, electrical contacts. Trade Names: *Mallory, Yaxley*.

MICAMOLD RADIO CORP.—1087 Flushing Ave., Brooklyn, N. Y. Products: mica, paper, electrolytic condensers; carbon resistors, wirewound resistors, ballast tubes, television condensers. Trade Name: *Micamold*.

THE MUTER CO.—1255 S. Mich. Ave., Chicago, Ill. Products: candohm resistors, aerial accessories, voltage regulators, switches, hygrometers, relays, condensers. Trade Names: *Candohm, Compo, Muter*.

NATIONAL CARBON CO.—30 E. 42nd St., New York City. Products: radio A, B, and C batteries. Trade Name: *Eveready*.

NATIONAL CO., INC.—61 Sherman St., Malden, Mass. Products: amateur experimental and communication type receivers and transmitting equipment, dials, eliminators, choke coils, transformers, condensers, couplings, amplifiers, grid grips, ceramic insulators and sockets. Trade Names: *National, H.R.O., Velvet Vernier*.

NATIONAL UNION RADIO CORP.—57 State St., Newark, N. J. Products: radio tubes. Trade Names: *National Union, Sonatron*.

NOBLITT-SPARKS INDUSTRIES, INC.—Columbus, Ind. Products: receiving sets—table, console, battery, automobile, combination radio-phonograph. Trade Name: *Arvin*.

OAK MFG. CO.—711 W. Lake St., Chicago, Ill. Products: switches, range, rotor, tap, push button, vibrators, synchronous and non-synchronous. Trade Name: *Oak*.

THE OHIO CARBON CO.—12508 Berea Rd., Lakewood, O. Products: carbon resistors and suppressors for automobiles. Trade Name: *Ohiohm*.

OPERADIO MFG. CO.—St. Charles, Ill. Products: loud speakers, amplifiers, public address equipment, intercommunicators. Trade Name: *Operadio*.

PHILADELPHIA STORAGE BATTERY CO.—Tioga & C Sts., Philadelphia, Pa. Products: receiving sets—midget, table, console, combination radio-phonograph, battery, automobile, police, short wave; tubes, amplifiers and sound distribution equipment. Trade Names: *Philco, Philco-Transitone*.

PHILMORE MFG. CO., INC.—113 University Pl., New York City. Products: receiving sets—midgets, battery; microphones, amplifiers, aerial eliminators, headphones, fixed crystals, crystal sets. Trade Names: *Philmore, Selective, Ajax, Deluxe, Supertone, Blackbird, Little Wonder, Kompakt Radio*.

RHONOVISION CORP.—850 Blackhawk St., Chicago, Ill. Products: receiving sets—console, midget, combination radio-phonograph. Trade Names: *Seeburg, Symphonolas, Corona*.

PILOT RADIO CORP.—37-06 36th St., Long Island City, N. Y. Products: receiving sets — table, console, midget, combination radio-phonograph, battery, portable; television sets, console and table. Trade Name: *Pilot*.

QUALITY HARDWARE & MACHINE CORP. — 5831 Ravenswood Ave., Chicago, Ill. Products: all types of metal stampings and light manufacture.

QUAM-NICHOLS CO.—33rd Pl. & Cottage Grove, Chicago, Ill. Products: quam permanic, quam aerial kits, private brand kits, permanent magnet dynamic speakers, toy telephones. Trade Names: *Quam-Nichols Company, Quam Speakers, Marvel Phones*.

RADIART CORP.—13229 Shaw Ave., Cleveland, O. Products: auto radio vibrators, auto radio aerials, power supply units. Trade Name: *The Radiart Corp*.

RADIO CONDENSER CO. — Davis & Copewood Sts., Camden, N. J. Products: variable air condensers. Trade Name: *Radio Condenser Company*.

RADIO SPEAKERS, INC.—221 E. Cullerton St., Chicago, Ill. Products: radio loud speakers. Trade Name: *Radio Speakers*.

RAYTHEON PRODUCTION CORP.—55 Chapel St., Newton, Mass. Products: radio tubes. Trade Name: *Raytheon*.

RCA MFG. CO., INC.—201 N. Front St., Camden, N. J. Products: receiving sets—midget, table, console, combination radio-phonograph, Victrolas, battery, automobile, portable, police; television sets—console, table, separate video and kits; broadcasting and transmitting equipment; television transmitting and receiving equipment; photophone equipment, vacuum tubes including radio receiving tubes, transmitting tubes, and parts. Trade Names: *RCA Victor, RCA Radiotron*.

READRITE METER WORKS—136 E. College Ave., Bluffton, O. Products: radio testing instruments and vane type meters. Trade Names: *Readrite, Ranger*.

REA MAGNET WIRE CO., INC.—East Pontiac St., Extended. Fort Wayne, Ind. Products: magnet wire, all insulations. Trade Name: *REA*.

RELIANCE DYE & STAMPING CO. — 1260 Clybourn Ave., Chicago, Ill. Products: variable condensers, gear drives and stamped gears. Trade Name: *Reliance*.

REMLER CO., LTD.—2101 Bryant St., San Francisco, Cal. Products: receiving sets—midget, table console, battery. Trade Name: *Remler*.

ROLA CO., INC.—2530 Superior Ave., Cleveland, O. Products: loud speakers for radio receiving sets and public address equipment. Trade Name: *Rola*.

RUNZEL CORD & WIRE CO.—4727 Montrose Ave., Chicago, Ill. Products: diversified line of cords, telephone and electrical. Trade Name: *Runzel Cord & Wire Co.*

F. W. SICKLES CO.—300 Main St., Springfield, Mass. Products: radio coils; units; padders, mica and air; trimmers, mica and air; silver mica condensers. Trade Names: *Sickles Diamond Weave, Silvercap*.

SOLAR MFG. CORP.—Bayonne, N. J. Products: dry and wet electrolytics, paper bypass condensers, trimmer, molded mica condensers, elim-o-stats, capacitor analyzers. Trade Names: *Solar, Sealdtite, Duravolt, Elim-O-Stat, Little Giant, Star Midget, Perma-Set, Minicap, Domino, Transoil, Transmica*.

THE SPARKS-WITHINGTON CO. 2400 E. Ganson St., Jackson, Mich. Products: receiving sets—midget, table, console, combination radio-phonograph, battery, portable. Trade Name: *Sparton*.

SPEER RESISTOR CORP. — Saint Marys, Pa. Products: insulated and non-insulated resistors and carbon suppressors. Trade Name: *Speer*.

STACKPOLE CARBON CO.—Tannery St., Saint Marys, Pa. Products: variable resistors, fixed carbon resistors (insulated and uninsulated), snap switches, tone switches, contacts, graphite anodes for radio transmitting and power tubes, slide switches, iron cores. Trade Name: *Stackpole*.

STANDARD TRANSFORMER CORP.—1500 N. Halsted St., Chicago, Ill. Products: transformers to manufacturers' specifications, amateur transmitting, public address transformers, low voltage power devices, rectifiers, electrical specialties. Trade Name: *Stancor*.

STEWART-WARNER CORP.—1826 Diversey Parkway, Chicago, Ill. Products: receiving sets — consoles, table, midget, combination radio-phonograph, battery, automobile, portable; television sets—console. Trade Name: *Stewart-Warner*.

STROMBERG - CARLSON TELEPHONE MFG. CO.—100 Carlson Rd., Rochester, N. Y. Products: receiving sets—console, radio-phonograph combinations, battery; television sets; program service systems; paging systems; antenna kits. Trade Names: *Stromberg-Carlson, Te-Lek-Tor, Duratex, Mine-A-Phone*.

SUPREME INSTRUMENTS CORP.—Greenwood, Miss. Products: radio testing instruments. Trade Name: *Supreme Testing Instruments*.

SYNTHANE CORP. — Oaks, Pa. Products: synthane laminated bakelite sheets, rods and tubes, plain and printed panels, sub-panels, terminal blocks, synthographic dials, pierced and threaded coil forms, speaker spiders and voice coil bobbins, punchings and machined parts. Trade Names: *Synthane, Synthographic*.

TRANSFORMER CORP. OF AMERICA—69 Wooster St., New York City. Products: sound equipment and accessories, electronic control devices. Trade Name: *Clarion*.

TUNG-SOL LAMP WORKS, INC.—95 Eighth Ave., Newark, N. J. Products: radio tubes, radio panelbulbs. Trade Name: *Tung-Sol*.

UTAH RADIO PRODUCTS CO.—820 Orleans St., Chicago, Ill. Products: speakers, vibrators, transformers, chokes, resistors, jacks, volume controls, tone controls, jack switches, push button switches, plugs and midget motors. Trade Name: *Utah*.

WEBSTER CO.—5622 Bloomingdale Ave., Chicago, Ill. Products: amplifiers and accessories, automatic record changers, sound systems, phonograph motors and turntables, laminations and stampings, microphones and pickups. Trade Names: *Webster-Chicago, Amplicall*.

WELLS-GARDNER & CO.—2701 N. Kildare Ave., Chicago, Ill. Products: receiving sets—table, console, combination radio-phonograph, battery, automobile, midget, portable. Trade Name: *Wells-Gardner*.

WESTON ELECTRICAL INSTRUMENT CORP.—614 Frelinghuysen Ave., Newark, N. J. Products: electrical measuring instruments, sensitive relays and associated devices, radio servicing and tube testing equipment, electrical speed measuring equipment, photoelectric devices and photographic exposure, meters, west-o-therm bi-metallic thermometers. Trade Names: *Weston, Photronic, Jewell, West-O-Therm*.

ZENITH RADIO CORP.—6001 W. Dickens Ave., Chicago, Ill. Products: radio sets—console, table, midget, combination radio-phonograph, battery, portable, automobile; television sets—console, table and separate video. Trade Name: *Zenith*.

Paul F. Godley

Consulting Radio Engineer

Phone

Montclair (N. J.) 2-7859

Colleges and Universities of the United States

OFFERING COURSES IN RADIO BROADCASTING

1939-1940

With Names of Instructors and Credit Hours

Compiled by Director of Research, Federal Radio Education Committee, U. S. Office of Education, Federal Security Agency, Washington, D. C.

** Indicates institution operates own broadcasting station*

The 916 institutions which responded to a questionnaire sent out in 1938, were asked in August 1939, to recheck and correct their previous information concerning radio courses. A revision of the list of colleges and universities in the United States offering courses in radio shows an increase of approximately 15% over the 1938 survey. While it is impracticable to present a list which may be relied upon as all-inclusive, the following list of 357 colleges represents a careful revision as of December 30, 1939.

Institutions are listed in alphabetical order below, together with a key to indicate the kind of courses offered in each school or college, the name of the instructor, and the number of credit hours which each course carries.

The following code should be used to interpret the listings in this survey: The courses are indicated by alphabetical letters as follows: (A) General Course in Radio, (B) Radio Program Planning and Production, (C) Education by Radio, (D) Radio Script Writing, (E) Radio Announcing, (F) Radio Speech, (G) Radio Dramatics, (H) Radio Music, (I) Radio Station Management (J) Radio Advertising, (K) Technical Courses, (L) Television, (M) Radio Law. Whenever credit hours were reported for any course, the number of hours will be found bracketed with the identifying letter of that particular course.

For example, (D-2) (E) indicates a course in Radio Script Writing for which 2 hours of credit are given and a course in Radio Announcing for which no credit hours were reported. The symbol (F and G-4) signifies that a course involving both Radio Speech and Radio Dramatics is offered with 4 hours of credit given. The symbol (K-varies) indicates technical courses in radio are available for which credit hours vary.

Included with each listing will be found the name of an instructor who is in charge of radio instruction. These persons may be consulted for further information.

Abilene Christian College, Abilene, Texas. (D & F-3). In charge of radio: Mrs. A. B. Morris.

Akron, University of, Akron, Ohio. (F-3). In charge of radio: O. A. Hitchcock.

Alabama, University of Tuscaloosa, Alabama. (A) (D) (E) (F) (K). In charge of radio: Clyde B. Crawley.

Alabama College, Montevallo, Alabama. (A-2). In charge of radio: Nora Landmark.

Alabama Polytechnic Inst., Auburn, Alabama. (A-2) (K-varies). In charge of radio: Woodrow Darling.

Alliance Technical Inst., Cambridge Springs, Pa. (A-3). In charge of radio: F. Kowalko.

American International College, Springfield, Mass. (K-12). In charge of radio: Robert W. Cobb.

Antioch College, Yellow Springs, Ohio. (K-12). In charge of radio: C. D. Barbulesco.

Arizona, University of, Tucson, Arizona. (K-3). In charge of radio: R. G. Picard.

Arkansas, University of, Fayetteville, Arkansas. (K-3). In charge of radio: C. W. James.

Armour Institute, 3300 Federal St., Chicago, Ill. (K-4) (L-4). In charge of radio: A. W. Sear.

Asbury College, Wilmore, Ky. (F-2). In charge of radio: Daisy D. Gray.

Asheville Normal & Teachers Col., Asheville, North Carolina. (A). In charge of radio: Hazel Gebbany.

Augustana College, Rock Island, Illinois. (A-2) (G). In charge of radio: Ruth Robinson.

Augustana College, Sioux Falls, South Dakota (F) (G) (E) (H). In charge of radio: Hugo A. Carlson.

Aurora College, Aurora, Ill. (B-2). In charge of radio: J. Floyd Morris.

Baker University, Baldwin, Kansas. (E-3) Floyd K. Riley.

Baylor University, Waco, Texas. (A-3 1/3). In charge of radio: Sara Lowrey.

Bard College, Annandale-on-Hudson, N. Y. (K & L-8) (A-8). In charge of radio: Harold Hughes.

Bates College, Lewiston, Me. (K-3). In charge of radio: Karl S. Woodcock.

Berry College, Mt. Berry, Georgia. (K-2). In charge of radio: L. E. McAllister.

Birmingham Southern College, Birmingham, Alabama. (A-3). In charge of radio: Dr. M. F. Evans.

Blue Ridge College, New Windsor, Maryland. (G). In charge of radio: Mme. Barry-Orlova.

Boston Univ. College of Bus. Adm., Boston, Mass. (B-2) (D-2) (F-2) (G-2) (J-2). In charge of radio: Ralph L. Rogers.

Boston College, Chestnut Hill, Mass. (K-8). In charge of radio: Rev. John A. Tobin.

Bob Jones College, Cleveland, Tennessee. (B-2). In charge of radio: Elizabeth Adams.

Bradley Polytechnic Institute, Peoria, Illinois. (A-2) (K-3). In charge of radio: F. E. Dace.

Branch Agricultural College, Cedar City, Utah. (E-5). In charge of radio: R. L. Halverson.

Briar Cliff College, Sioux City, Ia. (F-2). In charge of radio: Sister Jean Marie.

Brigham Young University, Provo, Utah. (A-2) (D-2) (G) (H) (I) (J). In charge of radio: Dr. T. Earl Pardoe.

Bucknell University, Lewisburg, Pennsylvania. (K-3). In charge of radio: George A. Irland.

Butler University, Indianapolis, Indiana. (F-3) (K-6). In charge of radio: L. Gray Burdin.

California Inst. of Technology, Pasadena, California. (K-18). In charge of radio: S. S. Mackeown.

California Polytechnic Jr. Col., San Luis, Obispo, Calif. (A-3) (H-2) (K-6). In charge of radio: B. G. Eaton.

California, University of, Extension Division, Los Angeles, Cal. (B) (D) (G). Margaret Wotten.

Canisius College, Buffalo, N. Y. (A-2) (D-2). In charge of radio: Charles E. Brady.

Capital University, Columbus, Ohio. (B-3). In charge of radio: Prof. W. C. Craig.

Carnegie Inst. of Technology, Pittsburgh, Pa. (K). In charge of radio: Charles Williamson.

Carroll College, Waukesha, Wisconsin. (F-2) (K). In charge of radio: V. P. Batha.

Carson Newman College, Jefferson City, Tennessee. (A-3). In charge of radio: Alex Chavis.

Case School of Applied Science, Cleveland, Ohio. (K-12). In charge of radio: J. R. Martin.

Catholic University, Washington, D. C. (D-2) (E-2) (G-2) (K-varies). In charge of radio: Rev. G. V. Hartke.

C. C. N. Y. School of Technology, New York, City. (A-3) (K-3). In charge of radio: Alexander H. Wing, Jr.

Centenary College of Louisiana, Shreveport, La. (F-6). In charge of radio: Margaret M. Young.

Centenary Junior College, Hackettstown, New Jersey. (A-1). In charge of radio: Ellen C. Crouch.

Chicago, University of, Chicago, Illinois. (A-3 1/3) (D-7) (F-3 1/3). In charge of radio: Sherman Dryer.

Chicago Musical College, Chicago, Illinois. (A) (B) (C) (D) (E) (G) (H). In charge of radio: Belle Forbes Cutter.

Chicago School of Expression and Dramatic Art, Chicago, Illinois. (A) (B) (D) (E) (G). In charge of radio: Helen C. Espie.

Chicago Teachers College, Chicago, Illinois. (C-1) (D-3). In charge of radio: Luella Hoskins.

Cincinnati, University of, Cincinnati, Ohio. (D-4) (J-2) (K-varies) (L-14) (M-4). In charge of radio: W. C. Osterbrock.

Cincinnati College of Music, Cincinnati, Ohio. (B-4). In charge of radio: Uberto Neely.

Cincinnati Conservatory of Music, Cincinnati, Ohio. (A) (D) (G). In charge of radio: Hubert Kockritz.

Citadel, The, Charleston, S. C. (A-6). In charge of radio: N. F. Smith.

Clarke College, Dubuque, Ia. (A-2).

Clarkston College, Potsdam, New York. (K-varies). In charge of radio: J. L. Stiles.

Clemson College, Clemson, South Carolina. (K-4). In charge of radio: Prof. A. B. Credle.

Coe College, Cedar Rapids, Iowa. (A-4) (F). In charge of radio: J. Dale Welsch.

College of St. Scholastica, Duluth, Minn. (A-1). In charge of radio: Sister Bernard.

College of St. Teresa, Winona, Minnesota. (B) (G) (H). In charge of radio: Sister M. Marcelline.

College of Wooster, Wooster, Ohio. (A-8). In charge of radio: Earl W. Ford.

Colorado College, Colorado Springs, Colorado (K-8). In charge of radio: Howard Olson.

Colorado State College, Fort Collins, Colorado (A-3). In charge of radio: Frank P. Goeder, Ph.D.

Colorado State College of Education, Greeley, Colorado (A-4). In charge of radio: F. L. Herman.

Colorado School of Mines, Golden, Colorado (K-6). In charge of radio: Myron G. Pawley, Raymond Dickinson.

Colorado, University of, Boulder, Colo. (K-2½). In charge of radio: Herbert S. Evans.

Colorado Woman's College, Denver, Colo. (K-2). In charge of radio: Helen R. Robinson.

Columbia College of Drama and Radio, Chicago, Illinois (B-2) (C) (D-2) (E-2) (F-2) (G-4). In charge of radio: Norman Alexandroff.

Columbia University, New York City (A-2) (D-3). In charge of radio: James C. Egbert.

Compton Junior College, Compton, California (K-5) (G). In charge of radio: Jesse E. Hathaway.

Connecticut State College, Storrs, Conn. (K-6). In charge of radio: Dr. R. B. Corbett.

Cornell College, Mount Vernon, Iowa (A-3) (B-3). In charge of radio: Albert Johnson.

Cornell University, Ithaca, New York (A-2) (K-4). In charge of radio: Chas. A. Taylor.

Cornish School, The, Seattle, Washington. (A) (B) (D) (E) (F) (G) (I) (J) (M). In charge of radio: Donald MacLean.

Cumnock Junior College, Los Angeles, California (F). In charge of radio: Josephine Dillon.

Creighton University, Omaha, Nebraska (B-3) (D-3). In charge of radio: Edwin Puls.

Davidson College, Davidson, North Carolina. (K-4). In charge of radio: F. L. Jackson.

Dayton, University of, Dayton, Ohio (G) (K-3). In charge of radio: Prof. Louis Rose.

Denison University, Granville, Ohio (A-3). In charge of radio: Richard H. Howe.

Denver, University of (School of Commerce), Denver, Colorado (B-2½) (D-2½) (F-2½). In charge of radio: Roscoe K. Stockton.

Detroit, University of, Detroit, Michigan (A-2) (F). In charge of radio: E. A. McFaul.

Doane College, Crete, Nebraska (A-4) (B) (G). In charge of radio: Dr. E. Russell Wightman.

Dodd College, Shreveport, La. (A-3).

Drake University, Des Moines, Iowa (A-2) (B-2) (D-4) (E) (G-2) (I-3) (J-2). In charge of radio: Edwin G. Barrett. Note: Drake offers a major in radio.

Drexel Institute of Technology, Philadelphia, Pa. (K). In charge of radio: R. T. Zern.

Dubuque, University of, Dubuque, Iowa (A-4) (K-4). In charge of radio: R. G. Wilson.

Duke University, Durham, North Carolina (K-3). In charge of radio: W. J. Seeley.

Duquesne University, Duquesne, Pa. (B-6) (G-6). In charge of radio: Madeleine S. Foust.

East Central Teachers College, Ada, Oklahoma (A-2). In charge of radio: D. J. Nabors.

Eastern Washington College of Education, Cheney, Washington (K-2). In charge of radio: James S. Lane.

Elmira College, Elmira, New York (F). In charge of radio: Geraldine Quinlon.

Emerson College, Boston, Mass. (A-3) (D-2) (E-2) (G-2). In charge of radio: Arthur F. Edes.

Emory University, Emory University, Georgia (A-5) (K). In charge of radio: J. B. Peebles.

Emporia, College of, Emporia, Kansas (A-4). In charge of radio: R. F. Miller.

Fenn College, Cleveland, Ohio. (A-3). In charge of radio: William A. D. Millson.

*Florida, University of, Gainesville, Florida (F-2) (K-varies). In charge of radio: Garland Powell.

Florida Southern College, Lakeland, Florida (A-2). In charge of radio: Miss Alma Johnson.

Florida A and M, Tallahassee, Florida (A-2) (K-4). In charge of radio: H. R. Orr.

Fort Hays Kansas State College, Hays, (Kansas (A-3). In charge of radio: Harvey A. Zinszer.

Frances Shimer College, Mount Carroll, Illinois, (D-2) (G-3). In charge of radio: George E. Hoffman.

Franklin University, YMCA, Columbus, Ohio (A) (K). In charge of radio: E. E. Dysart.

Friends University, Wichita, Kansas (B-2) (E-1) (G) (K-5). In charge of radio: Irene Vickers Baker.

George Peabody Teachers College, Nashville, Tennessee (E-2). In charge of radio: A. L. Crabb.

George Washington University, Washington, D. C. (A-2) (K-10). In charge of radio: Prof. W. Hayes Yeager.

Georgia School of Technology, Atlanta, Georgia (A-3) (D & F-3) (K-3). In charge of radio: Irving H. Gerks.

Georgetown University, Washington, D. C. (M-2). In charge of radio: Mr. P. J. Donovan.

Georgia, University of, Athens, Ga. (D & E-5). In charge of radio: Prof. Edward C. Crouse.

Gila Junior College, Thatcher, Arizona (A-3) (G-2) (H-2). In charge of radio: William C. Kauffman.

Glendale Junior College, Glendale, California (A-3) (F-2). In charge of radio: B. L. Griffing.

Gonzaga University, Spokane, Washington (K-5). In charge of radio: Richard A. Brown.

Grays Harbor Junior College, Aberdeen, Wash. (A).

*Grove City College, Grove City, Pa. (A-4) (G) (H) (K-4). In charge of radio: R. A. Walters.

Harding College, Searcy, Arkansas (A-5) (H-3). In charge of radio: Leonard Kirk.

Hardin-Simmons University, Abilene, Texas (F-3). In charge of radio: Katharine Boyd.

Haverford College, Haverford, Pa. (A-3) (K-3). In charge of radio: J. D. Elder.

Hastings College, Hastings, Nebraska (A-2) (F). In charge of radio: Charles J. Thurmond.

Harvard University, Cambridge, Mass. (K). In charge of radio: Dr. R. W. Hickman.

Howard College, Birmingham, Alabama (K-2). In charge of radio: Paul D. Bales.

(*Continued on page 386*)

COLLEGES OFFERING COURSES IN RADIO BROADCASTING

(Continued from page 385)

Houston, University of, Houston, Texas (K-3½). In charge of radio: Harvey W. Harris.

Idaho, University of, Moscow, Idaho (A-2) (K-varies). In charge of radio: Prof. R. H. Hull.

Illinois College, Jacksonville, Illinois (K-varies). In charge of radio: F. W. Cooke.

*Illinois, University of, Urbana, Illinois, (K). In charge of radio: Laura H. Pricer.

Illinois State Normal, Normal, Illinois (F-2). In charge of radio: Harvey F. Admire.

Illinois Wesleyan University, Bloomington, Illinois (A-4). In charge of radio: Wilson B. Paul.

Indiana State Teachers College, Terre Haute, Indiana (A-4) (B-4 (C-4) (D-4) (E-4). In charge of radio: Dr. Clarence M. Morgan.

Indiana University, Bloomington, Indiana (A-3) (D-3) (E). In charge of radio: Dr. Lee Norvelle.

*Iowa, State University of, Iowa City, Iowa (A-3) (B-2) (D-3) (F-3) (G-3) (J-3) (K-2). In charge of radio: Bruce E. Mahan.

*Iowa State College, Ames, Iowa (D-3) (F-3) (K-4) (L-4). In charge of radio: W. I. Griffith.

Iowa Wesleyan College, Mount Pleasant, Iowa (A-3). In charge of radio: Roger M. Morrow.

Ithaca College, Ithaca, New York (D) (E-4) (G-4). In charge of radio: Dr. Winn F. Zeller.

John Brown University, Siloam Springs, Arkansas (A-3) (B-3) (I-3) (K-varies) (M-2). In charge of radio: Harold Fristoe.

John Carroll University, Cleveland, Ohio (B-3) (D-3) (E-3). In charge of radio: Wm. A. Millson.

Johns Hopkins University, Homewood, Baltimore, Md. (K-3). In charge of radio: Ferdinand Hamburger, Jr.

John B. Stetson University, De Land, Florida (G-6) (H-6) (K-6). In charge of radio: Dr. Robert I. Allen.

Juilliard School of Music, 130 Claremont Ave., N. Y. C. (A). In charge of radio: Robert A. Simon.

Kansas City Baptist Theological Seminary, Kansas City, Kansas. (A-2) (C-2) (D-2) (G-2) (H-2). In charge of radio: Alvin J. Lee.

*Kansas, University of, Lawrence, Kansas (G-2). In charge of radio: Harold G. Ingham.

*Kansas State College, Manhattan, Kansas (A-3) (B-2) (D-2) (F-2) (H-2) (J-3) (K-4).

Kansas State Teachers College, Emporia, Kansas (A-2) (D) (E) (F) (G). In charge of radio: S. Winston Cram.

Kent State University, Kent, Ohio (A-3). In charge of radio: G. Harry Wright.

Kentucky, University of, Lexington, Kentucky (C-3) (K-3). In charge of radio: Elmer G. Sulzer.

Knox College, Galesburg, Ill. (A-4). In charge of radio: Paul A. Foley.

Lafayette College, Easton, Pa. (A-3) (K & L-6). In charge of radio: C. H. Page.

La Grange College, La Grange, Georgia (B) (D-2) (G-3). In charge of radio: Mae Kirkland.

Lamont School of Music, Denver, Colorado (A-2) (B-2) (E) (G-2).

Lehigh University, Bethlehem, Pa. (K-varies). In charge of radio: Assoc. Prof. H. C. Knutson.

Lenoir Rhyne College, Hickory, North Carolina (A-3). In charge of radio: Karl Z. Morgan.

Lincoln University, Jefferson City, Missouri (A). In charge of radio: Albert A. Kildare.

Little Rock Junior College, Little Rock, Arkansas (G). In charge of radio: Dell Park McDermott.

Long Beach Junior College, Long Beach, California (F-6). In charge of radio. Miss Edith Hitchcock.

Loyola University, Los Angeles, California (A-2) (D-2) (E-1) (G-1) (J-1). In charge of radio: Martin H. Work.

Louisville Municipal College, Louisville, Kentucky (K-4). In charge of radio: Donald A. Edwards.

Louisville, University of, Louisville, Ky. (K-10). In charge of radio: Samuel T. Fife.

Louisiana Polytechnic Institute, Ruston, Louisiana (C) (K). In charge of radio: D. G. Armstrong.

Louisiana State University, University, Louisiana (A-3) (D-3) (F-3) (I-3) (K-3). In charge of radio: Ralph W. Steetle.

*Luther College, Decorah, Iowa. (A-3). In charge of radio: F. C. Gamelin.

Mac Phail School of Music, Minneapolis, Minnesota (A-4) (H-4). In charge of radio: Don Tuttle.

McMurry College, Abilene, Texas (B-3). In charge of radio: Harold G. Burman.

Macalester College, St. Paul, Minnesota (K-4). In charge of radio: R. B. Hastings.

Madison College, Madison College, Tennessee (A-4) (K-4). In charge of radio: Bayard D. Goodge.

Maine, University of, Orono, Maine (A-2) (B-2) (K-3). In charge of radio: W. J. Creamer.

Manhattan College, New York City (K-6). In charge of radio: J. Francis Reintjes.

Marjorie Webster School, The, Rock Creek Park, Washington, D. C. (B-3) (D-3) (G-3). In charge of radio: Miss Florence McCracken.

Marquette University, Milwaukee, Wisconsin (A-2) (F-2) (K-3). In charge of radio: Wm. R. Duffey.

Marin Junior College, Kentfield, California (K-2). In charge of radio: C. E. Cherry.

Marshall College, Huntington, W. Va. (A-3). In charge of radio: Dr. Frank A. Gilbert.

Maryland, University of, College Park, Maryland (A-2). In charge of radio: Dr. Ray Ehrensberger.

Massachusetts Institute of Technology, Cambridge, Mass. (K-varies). In charge of radio: Prof. Edward L. Bowles.

Massachusetts State College, Amherst, Mass. (K-3). In charge of radio: Francis C. Pray.

Miami University, Oxford, Ohio (D-3) (F) (G). In charge of radio: A. Loren Gates.

Michigan, University of, Ann Arbor, Mich. (A-2) (C-2) (D-2) (E) (G-2) (J-4) (K-12) (L-2). In charge of radio: Prof. Waldo Abbot.

Michigan Col. of Mining & Tech., Houghton, Michigan (K-3½) (I-1). In charge of radio: G. W. Swenson.

*Michigan State College, East Lansing, Michigan (D-2) (E-3) (F-5) (G-3) (K-2). In charge of radio: Robert J. Coleman.

Milton College, Milton, Wisconsin (K-4). In charge of radio: C. F. Oakley.

*Minnesota, University of, Minneapolis, Minn. (C-3) (D-3) (E-3) (G). In charge of radio: E. W. Ziebarth.

Missouri, University of, Columbia, Missouri (A-4) (K-8). In charge of radio: Prof. C. M. Wallis.

Missouri Valley College, Marshall, Missouri (K-3). In charge of radio: Dwight M. Pasek.

Mississippi College, Clinton, Mississippi (A-3). In charge of radio: Prof. Henry A. Carlock.

Mississippi State College, State College, Miss. (A-3) (M-3) (K-6). In charge of radio: Horace M. Trent.

Mt. Holyoke College, South Hadley, Mass. (K & L-3). In charge of radio: Rogers D. Rusk.

Modesto Junior College, Modesto, California (A-2). In charge of radio: Leonard I. Bartlett.

Montana School of Mines, Butte, Mont. (K-varies). George L. Shue.

Montana State College, Bozeman, Montana (K-6). In charge of radio: Prof. C. F. Bowman.

Moore School of Electrical Eng., Philadelphia, Pa. (B-2) (D & F-4) (K-3). In charge of radio: Knox McIlwain.

Moravian College, Bethlehem, Pa. (A-3). In charge of radio: Cyril N. Hoyler.

Morehead State Teachers College, Morehead, Ky. (K-3). In charge of radio: J. G. Black.

Morehouse College, Atlanta, Georgia (A-3). In charge of radio: H. V. Eagleson.

Morris Harney College, Huntington, W. Va. (G-2). In charge of radio: Richard C. Brand.

Mount Mary College, Milwaukee, Wisconsin (A-1) (B-2) (F). In charge of radio: S. M. Louis Downey.

Mount Mercy College, Pittsburgh, Pa. (A-3). In charge of radio: Anna Marie McConnell.

Mount St. Joseph College, Maple Mount, Ky. (G) (H). Nora Mary Hallisey.

Muhlenburg College, Allentown, Pa. (A-4) (C-4) (K-6). In charge of radio: Dr. Carl W. Boyer.

Mundelein College, Chicago, Illinois (D-2). In charge of radio: Miss Louise Litten.

Murray State Teachers College, Murray, Kentucky (A-4). In charge of radio: Charles Hire.

Muskingum College, New Concord, Ohio (A-2). In charge of radio: C. R. Layton.

National Park College, Forest Glen, Md. (A-2). In charge of radio: Helen M. Hughes.

National University, Washington, D. C. (M-4). In charge of radio: Howard S. LeRoy.

Nebraska, University of, Lincoln, Nebraska (K-4). In charge of radio: Ferris W. Norris.

Nebraska State Teachers College, Wayne, Nebraska (A-4). In charge of radio: Prof. J. E. Brock.

Nebraska Wesleyan University, Lincoln, Nebraska (A-3) (B-3) (D-2). In charge of radio: J. C. Jensen.

Nevada, University of, Reno, Nevada (K-3). In charge of radio: Assoc. Prof. I. J. Sandorf.

New River State College, Montgomery, W. Va. (A-3) (L-3) (M-3). In charge of radio: Ritter F. Maxwell.

New Rochelle, College of, New Rochelle, New York (D-4). In charge of radio: Margaret C. Richard.

New Mexico, University of, Albuquerque, New Mexico (B-3) (D) (K-8). In charge of radio: Dr. Herbert L. Jones.

N. Y. State School of Agriculture, Alfred, New York (K-6). In charge of radio: G. F. Craig.

New York University, New York City (A-3) (B-2) (D-2) (J). In charge of radio: Paul A. McGhee.

N. Dak. State School of Science, Wahpeton, North Dakota. (K) In charge of radio: Wm. J. Duvall.

Northern Illinois S.T.C., DeKalb, Illinois (A-4). In charge of radio: H. W. Gould.

Northeastern University, Boston, Mass. (K). In charge of radio: Wm. C. White.

North Texas S.T.C., Denton, Texas (A-3). In charge of radio: Mrs. Olive M. Johnson.

Norwich University, Northfield, Vermont (K-3). In charge of radio: D. E. Howes.

Northwestern University, Evanston, Illinois (A-2) (B & G-2) (D & E-2) (F-2) (J-2). In charge of radio: Albert R. Crews.

Notre Dame, University of, Notre Dame, Indiana (B) (C) (D-3) (E) (G) (H) (I) (K-3). In charge of radio: Rev. Eugene Burke.

Ohio, University of, Athens, Ohio (A-3) (B-3) (D-3) (G) (F-2) (K-4). In charge of radio: Vincent Jukes, D. B. Green.

*Ohio State University, Columbus, Ohio (B-3) (C-3) (D-3) (F-3) (H-3) (I-2) (J-3) (K-4). In charge of radio: W. L. Everitt, H. W. Bibber.

Ohio Wesleyan University, Delaware, Ohio (A-2). In charge of radio: R. C. Hunter.

Oklahoma A & M College, Stillwater, Oklahoma (K-varies). In charge of radio: Benj. A. Fisher.

Oklahoma College For Women, Chickasha, Oklahoma (F). In charge of radio: B. H. Mayall.

*Oklahoma, University of, Norman, Oklahoma (B-2) (D-2) (F-1) (G-3) (J-2) (K-varies). In charge of radio: H. H. Leake.

Omaha, University of, Omaha, Nebraska (E-1) (J-1). In charge of radio: Lucile Ruby.

Oregon Inst. of Technology, Portland, Oregon (A) (E-2) (K-varies) (M). In charge of radio: C. D. Newman.

*Oregon State Agricultural College, Corvallis, Oregon (F) (G-2). In charge of radio: C. B. Mitchell.

Oregon, University of, Eugene, Oregon (B-2). In charge of radio: Luke Roberts.

Pacific Union College, Angwin, California (B-2). In charge of radio: Charles E. Weniger.

Pacific, College of the, Stockton, California (A-1) (B-2) (F-2). In charge of radio: John C. Crabbe.

Pasadena Junior College, Pasadena, California (A-3) (B-3). In charge of radio: N. Vincent Parsons.

Paterson, The College of, Paterson, New Jersey (D-3). In charge of radio: Carl N. Walton.

Penn College, Cleveland, Ohio. (A-3) William A. Millson.

Phillips University, Enid, Okla. (A-2). In charge of radio: Wilford Christopher.

Phoenix Junior College, Phoenix, Arizona (A-4) (B-2) (K-2). In charge of radio: Donald F. Stone.

Pittsburgh, University of, Pittsburgh, Pa. (K-3). In charge of radio: Prof. H. E. Dyche.

Polytechnic Institute of Brooklyn, 99 Livingston St., Brooklyn, N. Y. (K-varies). In charge of radio: Frank E. Canavaciol.

Presbyterian College, Clinton, S. C. (B-4) (D-3) (E-3) (J-3). In charge of radio: Hugh Holman.

Principia College, Elsah, Illinois. (K-3) G. M. Happ.

*Purdue University, Lafayette, Indiana (A-3) (B-3) (L). In charge of radio: Dr. C. F. Harding.

Queens College, Charlotte, N. C. (C-3). G. M. Godard.

Redlands, University of, Redlands, California (A-2) (K-4). In charge of radio: Prof. Lynn W. Jones.

Reed College, Portland, Oregon (A-2) (D) (E) (G). In charge of radio: Kay A. Sturman.

*Rensselaer Polytechnic Institute, Troy, New York (K-3). In charge of radio: Wynant J. Williams.

Rhode Island State College, Kingston, R. I. (K-3). In charge of radio: Wesley B. Hall.

Rice Institute, Houston, Texas (K-8). In charge of radio: S. H. Van Wambeck.

Robert E. Lee Institute, Goose Creek, Texas (K). In charge of radio: E. L. Langston.

Rockhurst College, Kansas City, Mo. (A-3). In charge of radio: William C. Doyle.

Rollins College, Winter Park, Florida (E) (G). In charge of radio: Prof. Harry H. Pierce.

Rosary College, River Forest, Illinois (A-2) (D-2) (E-1) (G-1). In charge of radio: Sister Mary Peter.

Rutgers University, New Brunswick, N. J. (A-3) (K-6). In charge of radio: P. L. Hoover.

San Francisco Junior College, San Francisco, California (A-10). In charge of radio: L. Hollingsworth.

San Francisco State College, San Francisco, Calif. (K-2) (F-3). In charge of radio: Carlos S. Mundt.

Sacramento Junior College, Sacramento, California (B-2) (E-2). In charge of radio: Vernon Mickelson.

San Jose State College, San Jose, Cal. (K-4). In charge of radio: Harry Engwight.

San Mateo Junior College, San Mateo, California (A-3) (I-3) (E-2) (G). In charge of radio: Harry E. Redeker.

Santa Barbara State College, Santa Barbara, California (G) (K-3). In charge of radio: Frederick Hile.

Santa Monica Junior College, Santa Monica, Cal. (E) (G). In charge of radio: S. M. Hayden.

Scranton, University of (Formerly St. Thomas College), Scranton, Pa. (A-1) (D-4) (F-1). In charge of radio: Dr. Austin J. App.

Seventh-day Adventist Theological Seminary, Washington, D. C. (F-1). In charge of radio: Prof. C. E. Weniger.

Sherwood Music School, 410 So. Michigan Ave., Chicago, Ill. (D) (G) (H). In charge of radio: Walter A. Erley.

Shorter College, North Little Rock, Arkansas (B) (E) (H). In charge of radio: Pres. G. A. Gregg.

Simpson College, Indianola, Iowa (K-2). In charge of radio: Lester Spring.

Smith College, Northampton, Mass. (K-3). In charge of radio: James F. Koehler.

South Carolina, University of, Columbia, South Carolina (A-6) (K). In charge of radio: A. C. Carlson.

*S. D. State School of Mines, Rapid City, South Dakota (A-2) (K-3). In charge of radio: E. E. Clark.

Southern California, University of, Los Angeles, Calif. (A-2) (B-2) (I-2) (K-2). In charge of radio: Richard E. Huddleston.

Southern California Jr. College, Arlington, Calif. (A-2) (K-3). In charge of radio: L. H. Cushman, M. S.

Southeastern University, Washington, D. C. (M-2). In charge of radio: Joseph E. Keller.

Southern Junior College, Collegedale, Tennessee (K-4). In charge of radio: G. J. Nelson.

Southwestern College, Winfield, Kansas. (K-16). W. B. Plum.

Spokane Junior College, Spokane, Washington (A-2) (K-2) (M-2). In charge of radio: Robert D. Oliver, Raymond F. Crisp.

Spring Hill College, Spring Hill, Alabama (K). In charge of radio: Frank A. Benedetto.

Stanford University, Palo Alto, California. (F-2). In charge of radio: Elisabeth L. Buckingham.

State Teachers College, Bloomsburg, Pa. (B) (C) (D) (E) (F) (G) (H). In charge of radio: John C. Koch.

State Teacher's College, Buffalo, N. Y. (C-3). In charge of radio: Ben H. Darrow.

State Teachers College, Superior, Wisconsin (A-3). In charge of radio: E. H. Schrieber.

State Teachers College, Warrensburg, Missouri (K-2½). In charge of radio: W. C. Morris.

State Teachers College, Kearney, Nebraska (C-3). In charge of radio: C. G. Ryan.

State Teachers College, Paterson, New Jersey (A-3) (K-3). In charge of radio: Dr. Lawrence E. Loveridge.

State Teachers College, Peru, Nebraska (A-2) (E). In charge of radio: C. R. Lindstrom.

State Teachers College, Indiana, Pennsylvania (A-2). In charge of radio: Edna Lee Sprowls.

State College of Washington, Pullman, Washington (B-1) (C-1) (D-3) (E-1) (H-1) (J-3) (K-varies). In charge of radio: Kenneth Yeend.

State Teachers College, La Crosse, Wisconsin (A-4). In charge of radio: Ross D. Spangler.

Sterling College, Sterling, Kansas (A-3). In charge of radio: John H. Gregory.

Stephens College, Columbia, Missouri (A-4) (B-3). In charge of radio: E. Gordon Hubbel.

St. Joseph College, Adrian, Michigan (F & G-2). In charge of radio: Sister M. Leonilla.

*St. Louis, University of, St. Louis, Mo. (K-3). Rev. James I. Shannon.

*St. Lawrence University, Canton, New York (A-3). In charge of radio: Ruth F. Williard.

St. Mary's College, Notre Dame, South Bend, Indiana (A-4). In charge of radio: Suzanne Martin.

St. Mary-of-the-Woods College, St. Mary-of-the-Woods, Indiana. (F-2). In charge of radio: Charlotte I. Lee.

St. Catherine, College of, St. Paul, Minnesota (B-1) (C-1) (D-1). In charge of radio: Thomas Rishworth.

Syracuse University, Syracuse, New York (A-3) (B-3) (C-3) (D-3). In charge of radio: Kenneth Bartlett.

Temple University, Philadelphia, Pa. (K-3½). In charge of radio: J. Lloyd Bohn.

Texas, University of, Austin, Texas (A-3). In charge of radio: Thos. A. Rausse.

Texas Christian University, Fort Worth, Texas (A-3) (K-varies). In charge of radio: Dr. Newton Gaines.

Texas Dental College, Houston, Texas (G). In charge of radio: McKinley Rhodes.

Texas Technological College, Lubbock, Texas (A-2). In charge of radio: Richard Flowers.

Thiel College, Greenville, Pa. (K-4). In charge of radio: G. R. Bradshaw.

Toledo, University of, Toledo, Ohio (K-4). In charge of radio: C. G. Brennecke.

Trinity College, Hartford, Conn. (A-3). In charge of radio: H. D. Doolittle.

Trinity University, Waxahachie, Texas (A-3). In charge of radio: Miss Yetta Mitchell.

Tri-State College, Angola, Indiana (A-5) (K-5) (L-2½) (M-1½). In charge of radio: Wm. A. Pfeifer.

Tufts College of Engineering, Medford, Mass. (K). In charge of radio: Edwin B. Rollins.

Tuskegee Institute, Tuskegee Institute, Alabama (A-5) (K-5). In charge of radio: W. C. Curtis.

U. S. Coast Guard Academy, New London, Connecticut (K-4). In charge of radio: Lt. J. D. Harrington.

U. S. Naval Academy, Annapolis, Maryland (K). In charge of radio: Lt. Com. E. T. Woolridge.

University of Utah, Salt Lake City, Utah (A-3) (B-3) (D-3) (G-3) (K-6). In charge of radio: Dr. I. O. Horsfall.

Utah State Agricultural College, Logan, Utah (A-5) (B-3) (D-3) (E-3) (G-3) (K-16). In charge of radio: Prof. S. R. Stock.

Non-Commercial Educational Broadcast Stations

(Authorized Under FCC Rules: Sections 4.131-4.137)

See text, page 380

Call Letters	Licensee and Location	Freqency in Kc.	Power in Watts
WBOE	Cleveland City Board of Education, Cleveland, O.	41500	500
WNYE	Board of Education, City of New York Brooklyn, N. Y.	41100	500

Vassar College, Poughkeepsie, New York (F-1). In charge of radio: Mrs. Henry Lyman.

Ventura Junior College, Ventura, California (A-6) (G-6) (K-8). In charge of radio: Burt Richardson.

Vermont, University of, Burlington, Vt. (K-3). In charge of radio: E. R. McKee.

Villanova College, Villanova, Pa. (A-4). In charge of radio: H. S. Bueche.

Virginia Junior College, Virginia, Minn. (A-2) (C) (D) (G). In charge of radio: Mary E. Asseltyne.

Va. Polytechnic Institute, Blacksburg, Virginia (K-3). In charge of radio: R. D. Michael, Webster Richardson.

Wake Forest College, Wake Forest, North Carolina (K-4). In charge of radio: Dr. Sherwood Githens, Jr.

Waldorf College, Forest City, Iowa. (B-1). Rev. J. M. Mason.

Walla Walla College, College Place, Washington (E-2) (F-2) (G-2) (K-3). In charge of radio: M. L. Neff.

Wartburg College, Waverly, Iowa (K-3). In charge of radio: A. A. Aardal.

Wartburg Seminary, Dubuque, Iowa (E) (H). In charge of radio: E. H. Schalkhauser.

Washington College, Chestertown, Md. (K-4). In charge of radio: J. J. Coop.

Washington, Univ. of Seattle, Wash. (B-6) (C-3) (D-3) (E-2) (G-2) (K-varies). In charge of radio: Prof. L. V. Cochran.

Wayne University, Detroit, Mich. (A-2) (B-2) (C-2) (D-2) (F-2) (G-2) (K-2) (L-2). In charge of radio: Garnet R. Garrison.

Webster College, Webster Groves, Mo. (B-1) (D). In charge of radio: Anna Mcclain Sankey.

Wellesley College, Wellesley, Mass. (A-3). In charge of radio: Louise S. McDowell.

Wesleyan University, Middletown, Conn. (E) (K-varies). In charge of radio: Karl S. Van Dyke.

West Liberty State Teachers College, West Liberty, W. Va. (A-2) (K-3). In charge of radio: Dr. Paul N. Elbin.

West Virginia State College, Institute, W. Va. (A-3). In charge of radio: J. C. Evans.

West Virginia University, Morgantown, W. Va. (A-3) (F-1) (G-3) (K-3). In charge of radio: A. W. Friend.

Western Illinois S. T. C., Macomb, Illinois (A-4). In charge of radio: W. H. Eller.

Western Reserve University, Cleveland, Ohio (C-2) (E-2). In charge of radio: Mrs. Arthur Shepherd.

Western State Teachers College, Kalamazoo, Michigan (K-4). In charge of radio: W. G. Marburger.

Westminster College, Fulton, Missouri (K-4). In charge of radio: Albert C. Kreuger.

Westminster College, New Wilmington, Pa. (D-1). In charge of radio: Wallace R. Biggs.

Wheaton College, Wheaton, Illinois (A-3). In charge of radio: C. L. Nystrom.

Whitman College, Walla Walla, Washington (A-2). In charge of radio: John W. Ackley.

Whittier College, Whittier, California (A-3) (B-2) (D-2). In charge of radio: W. Theron Ashby.

Wichita, University of, Wichita, Kansas (A-2). In charge of radio: K. V. Manning.

Willamette University, Salem, Oregon (B) (H). In charge of radio: Cameron Marshall.

William & Mary College, Williamsburg. (E-2) (G-1). In charge of radio: Althea Hunt.

Williams College, Williamstown, Mass. (K-3). In charge of radio: H. P. Stabler.

Winona State Teachers College, Winona, Minn. (B) (G) (H). In charge of radio: Dr. Ella Murphy.

*Wisconsin, University of, Madison, Wisconsin (A-2) (C-2) (E-4) (H-2). In charge of radio: H. B. McCarty.

Woman's College of University of N. C., Greensboro, N. Carolina (K-3). In charge of radio: Calvin N. Warfield.

Worcester Polytechnic Institute, Worcester, Mass. (K-2). In charge of radio: Prof. H. H. Newell.

Wyoming, University of, Laramie, Wyoming (C-3) (D-3) (F-2) (K-3). In charge of radio: Louis A. Mallory.

Y. M. C. A. College, Dayton, Ohio (A) (B) (G) (J) (D-4) (E-2) (K-varies). In charge of radio. Wm. Y. Conrad.

Xavier Downtown College, Cincinnati, Ohio (F-2). In charge of radio: James P. Glenn.

York College, York, Neb. (A) (B) (D) (E) (G) (J) (K). In charge of radio: H. W. Haugan.

Private Schools

(Offering Miscellaneous Instruction)

Bliss Electrical School, N. Takoma, Md.

Capitol Radio Engineering Institute, 3224 16th St., N. W., Washington, D. C. E. H. Rietzke, president.

Coyne Electrical School, 500 So. Paulina St., Chicago, Ill.

First National Television Inc., 1320 Main St., Kansas City, Mo.

Frances Robinson-Duff, 235 E. 62nd St., New York City.

Frank Wiggins Trade High School, 1646 Olive St., Los Angeles, Cal.

International Correspondence Schools, 1000 Wyoming Ave., Scranton, Pa.

Leland Powers School of the Theatre, 31 Evans Way, Boston, Mass. In charge of radio: George V. Brown.

Lincoln Engineering School, Lincoln, Neb.

Massachusetts Radio and Telegraph School, 18 Boylston St., Boston, Mass.

Massachusetts Television Institute, 568 Commonwealth Ave., Boston, Mass. Porter H. Evans.

Max Reinhardt Workshop, 5939 Sunset Blvd., Hollywood, Cal.

Midland Television Inc. Power and Light Bldg., Kansas City, Mo. G. L. Taylor.

Motion Picture Engineering Institute, 4128 Beverly Blvd., Hollywood, Calif.

National Academy of Broadcasting, 2017 S. St., N. W., Washington, D. C. Alice Keith.

National Radio Institute, 16th & U Sts., N. W., Washington, D. C.

National Schools, 4000 So. Figueroa St., Los Angeles, Cal. J. A. Rosenkranz, president.

Pestalozzi Froebel Teachers College, 410 So. Michigan, Chicago, Ill.

RCA Institutes, 75 Varich St., New York City. W. A. Aufenanger.

School of Radio Technique, RKO Bldg., New York City. Director: George Marshall Durante.

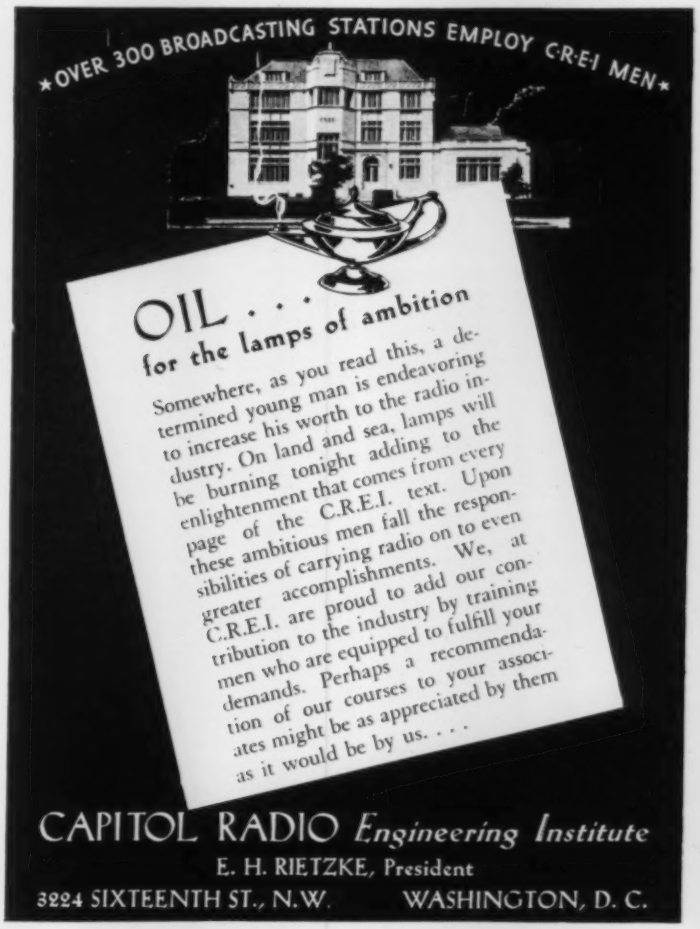
Schuster-Martin School of the Drama, Little Playhouse, Kemper Lane, Cincinnati, O.

Spokane Telegraph School, 102 N. Monroe St., Spokane, Wash. C. E. Frazier, Mgr.

Television Training School, 480 Lexington Ave., New York City. L. F. Nolde, vice-president.

Utilities Engineering Institute, 404 N. Wells St., Chicago, Ill.

1000
S-T-R-E-A-M-L-I-N-E-D
WATTS
(Daytime)
WCAR
Pontiac, Michigan



★OVER 300 BROADCASTING STATIONS EMPLOY C·R·E·I MEN★

OIL . . . for the lamps of ambition

Somewhere, as you read this, a determined young man is endeavoring to increase his worth to the radio industry. On land and sea, lamps will be burning tonight adding to the enlightenment that comes from every page of the C.R.E.I. text. Upon these ambitious men fall the responsibilities of carrying radio on to even greater accomplishments. We, at C.R.E.I. are proud to add our contribution to the industry by training men who are equipped to fulfill your demands. Perhaps a recommendation of our courses to your associates might be as appreciated by them as it would be by us. . . .

CAPITOL RADIO Engineering Institute
E. H. RIETZKE, President
3224 SIXTEENTH ST., N.W. WASHINGTON, D. C.

Bibliography of Literature Pertaining to Broadcasting

For Addresses of Publishing Houses, see page 393

GENERAL

ABC OF RADIO. *National Assn. of Broadcasters*, Washington, D. C. 1938. Review of technical and social problems of radio and radio regulation under American system, written so that average listener may understand how it works.

BIG BUSINESS AND RADIO. *By G. L. Archer.* American Historical Co. Inc. 1939. History of the technological, legal and commercial struggles within the radio industry.

BOTH SIDES OF THE MICROPHONE. *By J. S. Hayes and H. J. Gardner.* J. B. Lippencott Co. 1938. Short chapters on the organization and functions of departments within a broadcasting company, written for the listener, or the beginner in radio. What the listener can expect from radio is dealt with in a series of essays by prominent radio men.

BROADCASTING AND A CHANGING CIVILIZATION. *By E. H. Robinson.* John Lane., The Bodley Head Ltd. London. 1935. Broadcasting as it affects the home, music, drama, sports, religion, and propaganda.

BROADCASTING AND BROADCAST ADVERTISING YEARBOOK NUMBER. *Broadcasting Publications Inc.*, Washington, D. C. 1935-date. Comprehensive reference handbook of directories and information relating to all phases of radio.

BROADCASTING AND PEACE. *International Institute of Intellectual Co-operation.* Paris. 1933. Studies and projects for radio in the matter of international agreements.

BROADCASTING AND THE AMERICAN PUBLIC. *Columbia Broadcasting System.* 1936. Forum on radio conducted by CBS, with discussions by eminent men. Treats of control, Federal Communications Commission, censorship, news broadcasts, politics.

BROADCASTING AND THE PUBLIC. A case study in social ethics. *By Federal Council of the Churches of Christ in America.* Abingdon Press. 1938. How radio can best be made to serve the public welfare is what this report attempts to answer. The organization and regulation of radio are studied, together with its broadcasts of education, religion, controversial issues, etc.; and recommendations made.

BROADCASTING IN THE U. S. *National Association of Broadcasters.* 1933. Advantages of American system of broadcasting. Includes outline for negative side of debate on question whether U. S. should adopt British system.

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COMBINED INCOME STATEMENT. 3 major networks and licensees of 660 standard broadcast stations . . . as at the end of the year 1938. *Federal Communications Commission.* Serials 34737 and 34845. 1939. Series of tables covering the economic status of broadcast licensees.

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AN ECONOMIC STUDY OF THE RADIO INDUSTRY in the U. S. A. *By T. T. Eoyang.* RCA Institutes Technical Press. 1937. Detailed study of the economics of the radio manufacturing and broadcasting industry.

THE EDUCATIONAL ROLE OF BROADCASTING. *International Institute of Intellectual Co-operation.* Paris. 1935. Studies by experts from many countries. International exchange of programs, recreational broadcasts, news bulletins, politics, history, social questions and music are among subjects discussed.

HELLO AMERICA! *By Cesar Saerchinger.* Houghton Mifflin Co. 1938. The author's experiences as a foreign radio representative in bringing European radio programs to American listeners.

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IS AMERICAN RADIO DEMOCRATIC? *By S. E. Frost, Jr.* Univ. of Chicago Press. 1937. Present day radio is discussed from the angle of federal regulation, station owners, advertisers, educators and listeners, to determine whether it is leading toward greater democracy.

LISTEN IN. AN AMERICAN MANUAL OF RADIO. *By Maurice Lowell.* Dodge Publishing Co. 1937. Explanation for the layman of how radio programs are written, produced, etc. A radio glossary, and short chapters on network organization, audience reaction, and station organization are included.

MAGIC DIALS. *By Lowell Thomas.* Polygraphic Co. of America. 1939. Non-technical story of radio and television profusely illustrated by Anton Bruehl.

MICROPHONE MEMOIRS OF THE HORSE AND BUGGY DAYS OF RADIO. *By Credo F. Harris.* Bobbs-Merrill Co. 1937. An entertaining account of early days in radio by the manager of WHAS.

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ON THE AIR. *By J. J. Floherty.* Doubleday, Doran & Co. Inc. 1937. A well illustrated non-technical book giving theory and practice of both radio broadcasting and communications.

THE PSYCHOLOGY OF RADIO. *By Hadley Cantril and G. W. Allport.* Harper & Bros. 1935. An exhaustive study by leading psychologists of the "new mental world created by radio." First section is an "analysis of the general psychological and cultural factors that shape radio programs and determine response of listeners." Section 2 concerns experiments: voice and personality, sex differences in radio voices, speaker vs. loud-speaker, listening vs. reading, effective conditions for broadcasting. Part 3 summarizes and applies findings to present problems in radio.

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RADIO CENSORSHIP. *Comp. by H. B. Summers.* H. W. Wilson Co. 1939. A nonpartisan picture given by compiling excerpts from over 100 articles previously published. Exhaustive bibliography.

THE RADIO INDUSTRY: The story of its development, as told by leaders of the industry to the students of the Graduate School of Business Administration, Harvard University. A. W. Shaw Co. 1928. Development of radio broadcasting and communication.

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RADIO STARS OF TODAY. *By Robert Eichberg.* L. C. Page & Co. Boston. 1937. More than 50 radio stars are included. Other chapters are: Behind the scenes; amateur broadcasters; radio police; radio at sea; aviation and radio.

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COLUMBIA WORKSHOP PLAYS. *Edited by Douglas Coulter.* McGraw-Hill Book Co., Inc. 1939. Fourteen radio dramas included in order to acquaint writers with the problems of radio writing, and to show examples of accepted scripts.

DO'S AND DON'TS OF RADIO WRITING. *By Ralph Rogers.* Associated Radio Writers, Inc. 1937. A usable handbook of instructions in writing, building, broadcasting and selling radio programs. The author is director of radio courses at Boston Univ.

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HOW TO USE RADIO. *By K. L. Bartlett.* National Assoc. of Broadcasters. 1938. "An outline of practical suggestions for the teacher and the radio chairman" contains section devoted to preparation of radio scripts, technique of delivery, etc.

HOW TO WRITE FOR RADIO. *By James Whipple.* McGraw-Hill Book Co., Inc. 1938. A study of the differences in radio writing and in that of writing in other fields of literature. Drama, dialogue, children's programs, music, talks, are all discussed and analyzed. Chapters on adapting plays, short stories and novels are included, as well as actual radio scripts. The book closes with a chapter on the radio script market.

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NEW FIELDS FOR THE WRITER: TELEVISION, RADIO, FILM, DRAMA. *Ed. by Stephen Moore.* National Library Press. 1939. Samples showing technical construction for each of the above media are given.

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PRODUCTION AND DIRECTION OF RADIO PROGRAMS. *By John S. Carlile.* Prentice-Hall, Inc. 1939. The Production Manager of CBS writes this well-illustrated, practical study of production methods for all types of radio programs. Appendix includes chapters on: "Basic sound effects and how to produce them," "Building a studio," and "A glossary of radio production terms."

RADIO CONTINUITY TYPES. *By S. P. Lawton.* Expression Co. 1938. Nearly the entire book is given over to actual radio continuities, classified under drama, talks, hybrid continuities, novelties and specialties, and variety shows.

RADIO DIRECTING. *By Earle McGill.* McGraw-Hill Book Co. Inc. 1940. Textbook on radio program production.

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RADIO MANUAL: Suggestions to school and non-professional groups for the production of educational radio programs. U. S. Office of Education. Educational Radio Project. 1938.

RADIO SCRIPT DUPLICATION. *By Meredith Page.* Bureau of Educational Research, Ohio State Univ. 1937. Suggestions for amateur radio groups. Advice on scripts, continuities, timing, as well as on processes of duplication, paper, color, type.

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WRITING FOR BROADCASTING. *By Cecil Whitaker-Wilson.* A. & C. Black, Ltd. London. 1935. Primarily on radio drama, including examples of plays written for radio. Chapters on talks, rehearsals, etc.

WRITING FOR RADIO. *By Frank Nagler.* Ronald Press Co. 1938. A study of radio writing together with sample commercial scripts.

WRITING FOR THE B.B.C. *By Max Kester and Edwin Collier.* Sir Isaac Pitman & Sons, Ltd. 1937. Musical comedies, gags, lyrics, dialogue, production ideas are included in this book of practical hints.

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THE ADDED INCREMENT. *Columbia Broadcasting System.* 1934. Importance of the time factor in establishing a daily listening habit.

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AN ANALYSIS OF THE SALES OF A DETROIT RETAIL DEALER IN RADIO SETS. August 1937 to June 1938. *Detroit Free Press.* 1938. Significant feature is change in character of market by income areas. "High income areas now account for over 50% of the sales of low priced radios."

ARE THEY LISTENING? *American Newspaper Publishers Ass'n.* 1932. A telephone survey of 28,947 homes.

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EXACT MEASUREMENTS OF THE SPOKEN WORD, 1902 - 1936. *Columbia Broadcasting System.* 1936. Ear versus eye. Conclusions consistently in favor of the ear.

THE FLOOD HITS THE VALLEYS. *Columbia Broadcasting System.* 1933. An allocation by states of the 9,000,000 radios sold since the census. Succeeded by the 1934 edition entitled "The Flood Hits the Spillways."

4 HOURS AND 28 MINUTES BY THE KITCHEN CLOCK AT THE CLANCY'S. *Columbia Broadcasting System.* 1934. Facts on radio listening by income levels.

THE GOOD NEW SUMMER TIME. *National Broadcasting Co.* 1936. An analysis of the summer listening audience, based on a survey by Anderson, Nichols, Associates, Inc.

HAND TO MOUTH. *Bamberger Broadcasting Service* (WOR). 1939. Results of survey made by The Grocery Laboratory on power of radio advertising in selling food products.

HAS RADIO SOLD GOODS IN 1932? *By R. F. Elder.* Columbia Broadcasting System. 1932. Comparison of sales of radio-advertised products in homes with and without radios. Concludes that more are sold in radio homes.

HOW TO BUILD THE RADIO AUDIENCE. *By D. D. Connah.* Harper & Bros. 1938. A detailed study of how to secure larger radio audiences. Chapters on the listeners, publicity, advertising, promotion. Sample publicity campaigns and a program promotion check list are included in the appendix.

IOWA RURAL RADIO LISTENER SURVEY. *By H. B. Summers.* Kansas State College. 1938. Personal interview study, similar to the "1938 Kansas radio listeners survey."

JOINT COMMITTEE STUDY OF RURAL RADIO OWNERSHIP AND USE IN THE UNITED STATES. Sections 1-4. *Pub. by the National Broadcasting Co. and the Columbia Broadcasting System.* Feb. 1939. Comprehensive statistical study.

THE KANSAS RADIO AUDIENCE OF 1939. *By H. B. Summers.* Kansas State College. Personal interview survey giving program ratings, extent of listening, economic status of listeners, sets in use, station information, etc.

A LARGER SUMMER AUDIENCE IN 1934. *Columbia Broadcasting System.* 1934. Estimates as to the number of listeners.

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MARKET AND NEWSPAPER STATISTICS. *American Ass'n of Advertising Agencies.* Vol. 8a. 1939. Figures given for 58 cities over 100,000 population.

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PERSONNEL-LIST OF ADVERTISING AGENCIES. Monthly. Standard Rate & Data Service, 333 N. Michigan Ave., Chicago.

PRINTERS' INK. Weekly. Monthly. Printers' Ink Pub. Co., Inc., 185 Madison Ave., N. Y. C.

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RADEX. Monthly. The Radex Publishing Co., 362 Cedar Lane, Teaneck, N. J.

RADIO ADVERTISING RATES AND DATA. Monthly. Standard Rate & Data Service, 333 N. Michigan Ave., Chicago.

RADIO AND TELEVISION MIRROR. Monthly. Macfadden Publications, Inc., 205 E. 42d St., N. Y.

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PUBLISHERS OF LITERATURE PERTAINING TO BROADCASTING

A

ABINGDON PRESS—150 Fifth Ave., New York.
ADAMS, R. G., & Co.—15th Ave. and High St., Columbus, O.
ADVERTISING FEDERATION OF America—330 W. 42nd St., New York City.
AMERICAN ACADEMY OF POLITICAL AND SOCIAL SCIENCE—3457 Walnut St., Philadelphia.
AMERICAN ASSOCIATION FOR ADULT EDUCATION—60 E. 42nd St., New York City.
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AMERICAN BAR ASSOCIATION—1140 N. Dearborn St., Chicago.
AMERICAN HISTORICAL SOCIETY, Inc.—80-90 Eighth Ave., New York.
AMERICAN NEWSPAPER PUBLISHERS ASS'N.—370 Lexington Ave., New York City.
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APPLETON, D.-CENTURY CO. Inc.—35 W. 32nd St., New York City.
ARCHER, DENIS, PUBLISHER—(Out of Business) Address: Associated Publishers, Ltd., 32-34 Paternoster Row, London, E. C. 4.
ASSOCIATED RADIO WRITERS, Inc.—137 Newbury St., Boston.
ASSOCIATION OF NATIONAL ADVERTISERS, Inc.—330 W. 42nd St., New York City.
AUSTRALIAN RADIO PUBLICATIONS—Sydney, Australia.

B

BAKER-VOORHIS & Co., 119 Fulton St., New York.
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BOBBS-MERRILL CO.—724 N. Meridian St., Indianapolis, Ind.
BOOKNIGA CORP.—255 Fifth Ave., New York.
BROADCASTING PUBLICATIONS, Inc.—870 National Press Bldg., Washington, D. C.
THE BROOKINGS INSTITUTION—722 Jackson Place, N.W., Washington, D. C.
BURGESS PUBLISHING CO.—426 South Sixth St., Minneapolis, Minn.
WALTER P. BURN & ASSOCIATES—7 West 44th St., New York.
BUSINESS BOURSE—80 W. 40th St., New York City.

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COLUMBIA UNIVERSITY PRESS—2960 Broadway, New York City.
COMMITTEE ON SCIENTIFIC AIDS TO LEARNING—41 East 42nd St., New York.
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COWARD-McCANN, Inc.—2 West 45th St., New York City.
CROSSLEY, Inc.—330 W. 42nd St., New York City.

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DARTNELL CORP.—4660 Ravenswood Ave., Chicago.
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DOUBLEDAY, DORAN & Co., Inc.—14 W. 49th St., New York.
DUN & BRADSTREET, Inc.—290 Broadway, New York City.

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EDINBORO EDUCATIONAL PRESS. 2039 Hudson Blvd., Jersey City, N. J.
EDITOR & PUBLISHER Co.—1475 Broadway, New York City.
EDWARDS BROS., Inc.—Ann Arbor, Mich.
EXPRESSION Co.—16 Harcourt St., Boston.

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FARRAR & RINEHART, Inc.—232 Madison Ave., New York City.
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FUNK & WAGNALLS Co.—354 Fourth Ave., New York City.

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GOODHEART-WILLCOX Co., Inc.—2009 S. Michigan Ave., Chicago.
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HENLEY, NORMAN W. PUB. Co.—2 West 45th St., New York City.
HENRY HOLT & Co., Inc.—257 4th Ave., New York City.
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I

INCORPORATED RADIO SOCIETY OF GREAT BRITAIN—53, Victoria St. London, S. W. 1
INDIANA UNIVERSITY—Bloomington, Ind.
INSTITUTE OF RADIO ENGINEERS (Australia) 30 Carrington St., Sydney, N. S. W.
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INTERNATIONAL BROADCASTING Co., Ltd.—11 Hallam St., London, W. 1.
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INTERNATIONAL INSTITUTE OF INTELLECTUAL CO-OPERATION—2 rue de Montpensier, Palais-Royal, Paris.

J

JOURNAL OF APPLIED PSYCHOLOGY—Ohio University, Athens, Ohio.

K

KANSAS STATE COLLEGE—Manhattan, Kansas.
KEGAN PAUL, TRENCH, TRUBNER & Co., Ltd.—Broadway House, 68-74 Carter Lane, London E. C. 4.
KNIGHT PUBLISHERS, Inc.—432-438 Fourth Ave., New York City.

L

LANE, JOHN, THE BODLEY HEAD, Ltd.—8 Bury Pl., London, W. 1.
LEIGH, RANDOLPH, PUBLISHING Co.—725 15th St., N. W., Washington, D. C.
LEWIS, ADDISON & ASSOCIATES—Foshay Tower, Minneapolis, Minn.
LIPPINCOTT, J. B., Co.—227-231 S. 6th St., Philadelphia.
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MACAULAY Co.—386 Fourth Ave., New York City.
McGRAW-HILL BOOK Co. Inc.—330 W. 42nd St., New York City.
McKITTRICK, GEORGE & Co.—108 Fulton St., New York City.
MACMILLAN Co.—60 Fifth Ave., New York City.
MANTHRONE, G. C. & Co.—Publications acquired by: Manthorne & Burack, Inc. Publishers, 8 Arlington St., Boston.
METROPOLITAN LIFE INSURANCE Co.—1 Madison Ave., New York City.
MORROW, WILLIAM & Co.—386 Fourth Ave., New York.

N

NATIONAL ADVISORY COUNCIL ON RADIO IN EDUCATION, Inc.—60 E. 42nd St., New York City.
NATIONAL ASSOCIATION OF BROADCASTERS—1626 K St. N.W., Washington, D. C.
NATIONAL COMMITTEE ON EDUCATION BY RADIO—1 Madison Ave., New York City.
NATIONAL INDUSTRIAL CONFERENCE BOARD—247 Park Ave., New York City.
NATIONAL LAW BOOK Co., Inc.—907 15th St., N.W., Washington, D. C.
NATIONAL REGISTER PUBLISHING Co.—330 West 42nd St., New York City.
NATIONAL LIBRARY PRESS—110 W. 42nd St., New York City.
NATIONAL RETAIL DRY GOODS ASS'N.—101 W. 31st St., New York City.
NELSON, THOMAS, & SONS, Ltd.—385 Madison Ave., New York City.
NORTON, W. W. & Co., Inc.—70 Fifth Ave., New York City.

O

OHIO STATE UNIVERSITY—University Press, Columbus, O.
OXFORD UNIVERSITY PRESS—114 Fifth Ave., New York City.

P

PAGE, L. C., & Co.—53 Beacon St., Boston.
PITMAN, SIR ISAAC, & SONS, Ltd.—Pitman House, Kingsway, London, W. C. 2 or: Pitman Publishing Corp. 2-6 W. 45th St., New York City.
PLIMPTON PRESS—Norwood, Mass.
POLYGRAPHIC CO. OF AMERICA—304 East 45th St., New York City.
PRENTICE HALL, Inc.—70 Fifth Ave., New York City.
PRESS BUREAU, Inc.—143 E. 62nd St., New York City.
PUBLISHERS' INFORMATION BUREAU Inc.—799 Broadway, New York City.

Q

QUARTERLY JOURNAL OF SPEECH—Ann Arbor, Mich.

R

RCA INSTITUTES TECHNICAL PRESS—75 Varick St., New York City.
RADIO Ltd.—1300 Kenwood Road, Santa Barbara, Cal.
RAMSEY PUB. Co. Bloomington, Ind.
RANDOM HOUSE, Inc.—20 East 57th St., New York City.
RIDER, JOHN F.—404 Fourth Ave., New York City.
RODIN PUBLISHING Co., Inc. (out of business).
RONALD PRESS Co.—15 East 26th St., New York.

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SCRIBNER'S, CHARLES, SONS—597 Fifth Ave., New York City.
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SHERWOOD PRESS, Inc.—Box 552, Edgewater Branch, Cleveland.
STANDARD RATE AND DATA SERVICE—333 N. Michigan Ave., Chicago.
STOKES, FREDERICK A., Co.—443-449 Fourth Ave., New York City.

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UNIVERSITY OF CHICAGO PRESS—5750 Ellis Ave., Hyde Park Station, Chicago.
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UNIVERSITY OF NEW MEXICO PRESS. Albuquerque, N. Mex.
UNIVERSITY OF PENNSYLVANIA—Philadelphia, Pa.
UNIVERSITY TUTORIAL PRESS Ltd.—25 High St., St. Gile's, London, W. C. 2.

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VAN NOSTRAND, D., Co. Inc.—250 Fourth Ave., New York City.
VANGUARD PRESS, Inc.—424 Madison Ave., New York City.
VARIETY, Inc.—154 W. 46th St., New York City.

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WEBB BOOK PUBLISHING Co.—55-79 E. 10th St., St. Paul, Minn.
WEST PUBLISHING Co.—50 W. Kellogg Blvd., St. Paul, Minn.
WILEY, JOHN, & SONS, Inc.—440 Fourth Ave., New York City.
WILSON, H. W., Co.—950-972 University Ave., New York City.

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WIRELESS WORLD. Monthly. Iliffe & Sons, Ltd., Dorset House, Stamford St., London. S. E. 1.

Government Agencies Dealing With Radio

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FEDERAL COMMUNICATIONS COMMISSION — Postoffice Dept. Bldg., Washington, D. C. Telephone: District 1654 [see pages 439-440].

U. S. COURT OF APPEALS FOR THE DISTRICT OF COLUMBIA —Chief Justice: D. Lawrence Groner. Associate Justices: Harold M. Stephens, Justin Miller, Henry White Edgerton, Fred M. Vinson. Clerk: Joseph W. Stewart. (Appeals from FCC.)

OFFICE OF GOVERNMENT REPORTS—Executive office of the President, White House, Washington, D. C. Telephone: District 2370. Director: Lowell Mellett. Special Assistant to Director: Robert I. Berger.

DEPARTMENT OF COMMERCE—Washington, D. C. Chief of Electrical Division: John H. Payne. Chief of Marketing Research Division, Bureau of Foreign & Domestic Commerce: Wilford L. White. Telephone: District 2200.

DEPARTMENT OF STATE—Division of International Communications, Washington, D. C. Chief of Telecommunications Branch: Francis C. de Wolf. Telephone: District 4510.

DEPARTMENT OF AGRICULTURE — Washington, D. C. Director of Radio: Morse Salisbury. Telephone: District 6350.

DEPARTMENT OF LABOR — Immigration Service, Washington, D. C. Radio Engineer: Hoy J. Walls. Telephone: National 8472.

FEDERAL TRADE COMMISSION —Washington, D. C. Radio & Periodical Division: PGad B. Morehouse, director; E. J. Adams, W. F. Davidson. Telephone: National 8206.

U. S. FOOD & DRUG ADMINISTRATION — Department of Agriculture, Washington, D. C. Chief: Dr. W. G. Campbell, Telephone: District 6350.

U. S. OFFICE OF EDUCATION—Federal Security Agency, Washington, D. C. Director, Division of Publications, Radio & Exhibits: William Dow Boutwell. Telephone: District 1820.

BUREAU OF STANDARDS — Department of Commerce, Washington, D. C. Chief of Radio Section: Dr. J. H. Dellinger. Telephone: Cleveland 1720.

CIVIL AERONAUTICS AUTHORITY—Department of Commerce Bldg., Washington, D. C. Telephone: Republic 2565. Chief of Radio Development Section: W. E. Jackson.

U. S. ARMY SIGNAL CORPS—War Department, Washington, D. C. Chief Signal Officer: Gen. Joseph O. Mauborgne. In charge of radio: Capt. Wesley T. Guest. Telephone: National 2520.

U. S. NAVAL COMMUNICATIONS —Navy Department, Washington, D. C. Director: Rear Admiral Leigh Noyes, Director of Naval Communication, Office of Chief of Naval Operations. Telephone: District 2900.

U. S. COAST GUARD — Treasury Department, Washington, D. C. In charge of radio: Comdr. J. F. Farley. Telephone: National 6400.

FEDERAL BUREAU OF INVESTIGATION—Department of Justice, Washington, D. C. Assistant Chief: C. A. Tolson. Telephone: National 0815.

U. S. FOREST SERVICE—Department of Interior. Assistant Bureau Chief: E. W. Loveridge. Telephone District 6350.

POSTOFFICE DEPARTMENT—Supt. of Air Mail: Charles P. Graddick. Telephone: District 5360.

U. S. NAVAL OBSERVATORY—Massachusetts Ave. & 34th St., N. W., Washington, D. C. Superintendent: Capt. J. S. Hellweg, U. S. N. Telephone: Decatur 2723.

Frequency Modulation: History and Progress

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setts, Rhode Island and New Hampshire. It is about 50 miles to the Boston, Springfield and Providence metropolitan areas. While the transmitting antenna of W1XOJ is 1,800 feet above sea level, which provides a very efficient radiating system, this advantage of height is counter-balanced by the hilly and mountainous nature of the area to be served.

'Practically Perfect' Reception Reported

Observations by the writer and his technical assistants show conclusively that even with the present power of 2 kw., the reception is better for an average distance of 50 miles from W1XOJ than is provided by the best A-M station in the regular broadcast band located within the same area. Except in the very noisy downtown areas of the large cities within this radius, the service is practically perfect.

There is no question that with the 50 kw. amplifier now being installed virtually interference-free service will cover all the area within a radius of 75 miles from W1XOJ, and the same service will be obtained in residential and rural areas for a distance of 100 miles and more under favorable conditions.

Yankee Network's W1XOJ is located 43 miles airline from the studios in Boston. To provide wire facilities to W1XOJ's location on the summit of Mt. Asnebumskit, capable of transmitting without distortion the range of frequencies and with low noise level equal to the capabilities of the new system, was too costly. The problem is solved by transmitting the programs by means of an F-M relay using 250 watts power on a frequency of 133,030 kc. The relay circuit has provided a noise-free path for the programs from studio to station capable of transmitting a frequency range of from 30 to 17,000 cycles per second flat within 2 db. The distortion over this frequency range is of the order of 1%. No distortion is experienced even during the heaviest lightning storms at Mt. Asnebumskit where the relay signals are received and rebroadcast. The relay uses simple directive transmitting and receiving antennas.

An Economic as Well As Technical Possibility

If F-M were an invention to improve the present broadcasting service and required the complete replacement of transmitters and receivers for its accomplishment, its application might rightly be considered an economic impossibility. Since, however, F-M naturally goes to the undeveloped ultra-high frequencies for application, the establishment of F-M broadcast service offers no large economic problem. To be sure, this is a sort of hen-and-egg problem; until stations broadcast good programs over F-M it will be difficult to sell F-M radios. Until the public buys F-M radios, there will be no audience to give advertisers an incentive to put money into programs. The number of receivers that have been sold in New England and the favorable reaction of F-M listeners leave no doubt that, while for a time broadcasting on F-M will be a supplementary service, it will not be long before the reverse will be true and that only a very compelling desire for a particular program will cause the listener to accept his program from the present facilities.

The full upsetting implications of the new system have only begun to penetrate the radio world. The tide of radio development has been shifting steadily toward the wide open spaces of the ultra-shortwaves, but development has been slow because of the limitations of the present system.

Armstrong's system at one stroke removes, practically speaking, the limitations which beset the regular broadcast band and the development of broadcasting services on the ultra-shortwaves. Sufficient experimentation has been done to demonstrate the great superiority of the new system in the ultra shortwaves as a broadcast service.

In the May 1936 issue of the *Proceedings of the I.R.E.*, there appeared a paper written by Major Armstrong describing his system. This paper concludes with this challenge to the broadcasting art:

"The conclusion is inescapable that it is technically possible to furnish a broadcast service over the primary areas of the stations of the present day broadcasting system which is very greatly superior to that now rendered by these stations."

The demonstrated results of the F-M pioneers—Armstrong, Runyon, Shepard, Doolittle and General Electric—now show the major's "challenge" of 1936 to be an understatement. Public interest, convenience and necessity demand the best broadcasting system the U. S. economy can support. It is now up to the broadcasters.

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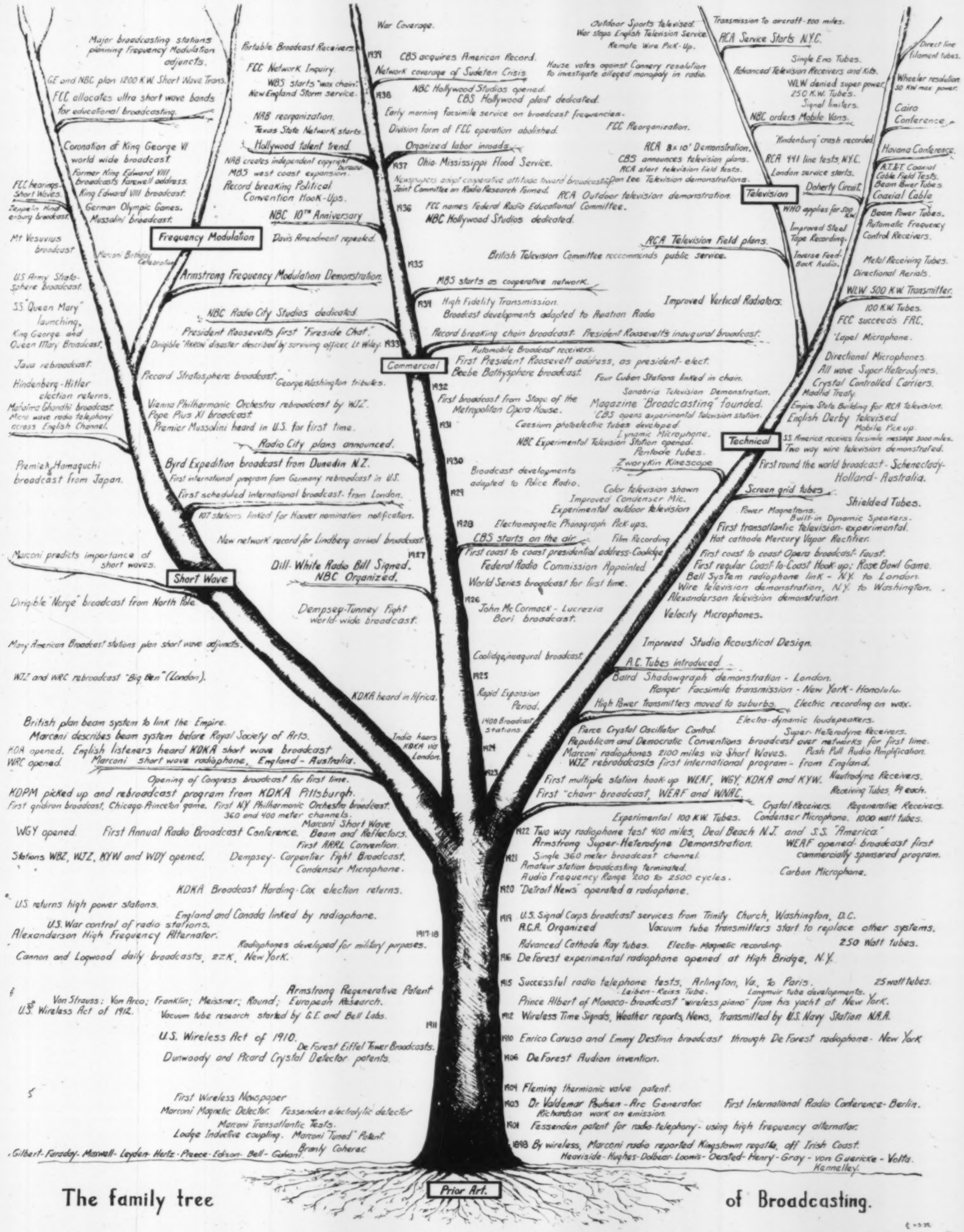
Major broadcasting stations planning Frequency Modulation adjuncts.
GE and NBC plan 1200 K.W. Short Wave Trans.
FCC allocates ultra short wave bands for educational broadcasting.
Coronation of King George VI world wide broadcast.
Former King Edward VIII broadcasts farewell address.
King Edward VIII broadcast.
German Olympic Games.
Mussolini broadcast.
FCC hearings - Short Waves.
Zeppelin Hindenburg broadcast.
Mt Vesuvius broadcast
Marconi Birthday Celebration
U.S. Army Stratosphere broadcast.
SS "Queen Mary" launching,
King George and Queen Mary Broadcast.
Java rebroadcast.
Hindenberg - Hitler election returns.
Mahatma Ghandhi broadcast.
Micro wave radio telephony across English Channel.
Premier Hamaguchi broadcast from Japan.
Marconi predicts importance of short waves.
Dirigible "Norge" broadcast from North Pole
Many American Broadcast stations plan short wave adjuncts.
WJZ and WRC rebroadcast "Big Ben" (London).
KDKA heard in Africa.
India hears KDKA via London.
British plan beam system to link the Empire.
Marconi describes beam system before Royal Society of Arts.
KOA opened.
WRC opened.
English listeners heard KDKA short wave broadcast
Marconi short wave radiophone, England - Australia.
Frequency Modulation
Portable Broadcast Receivers.
FCC Network Inquiry.
WBS starts "wax chain".
New England Storm service.
NAB reorganization.
Texas State Network starts.
Hollywood talent trend.
NAB creates independent copyright bureau.
MBS west coast expansion.
Record breaking Political Convention Hook-Ups.
NBC 10TH Anniversary
Davis Amendment repealed.
Armstrong Frequency Modulation Demonstration.
NBC Radio City Studios dedicated.
President Roosevelts first "Fireside Chat".
Dirigible "Akron" disaster described by surviving officer, Lt Wiley.
Piccard Stratosphere broadcast.
George Washington tributes.
Vienna Philharmonic Orchestra rebroadcast by WJZ.
Pope Pius XI broadcast.
Premier Mussolini heard in U.S. for first time.
Radio City plans announced.
Byrd Expedition broadcast from Dunedin N.Z.
First international program from Germany rebroadcast in U.S.
First scheduled international broadcast - from London.
107 stations linked for Hoover nomination notification.
New network record for Lindberg arrival broadcast.
Dill-White Radio Bill Signed.
NBC Organized.
Short Wave
Dempsey-Tunney Fight world-wide broadcast.
War Coverage.
1939
CBS acquires American Record.
Network coverage of Sudeten Crisis.
1938
NBC Hollywood Studios opened.
CBS Hollywood plant dedicated.
Early morning facsimile service on broadcast frequencies.
Division form of FCC operation abolished.
Organized labor inroads.
1937
Ohio-Mississippi Flood Service.
Newspapers adopt cooperative attitude toward broadcasting.
Joint Committee on Radio Research Formed.
1936
FCC names Federal Radio Educational Committee.
NBC Hollywood Studios dedicated.
1935
MBS starts as cooperative network.
1934
High Fidelity Transmission.
Broadcast developments adapted to Aviation Radio
Record breaking chain broadcast - President Roosevelt's inaugural broadcast.
1933
Automobile Broadcast receivers.
Commercial
First President Roosevelt address, as president-elect.
Beebe Bathysphere broadcast.
Four Cuban Stations linked in chain.
1932
First broadcast from Stage of the Metropolitan Opera House.
Sanabria Television Demonstration.
Magazine "Broadcasting" founded.
CBS opens experimental television station.
1931
Caesium photoelectric tubes developed.
Dynamic Microphone.
NBC Experimental Television Station opened.
Pentode tubes.
Zworykin Kinescope
1930
Broadcast developments adapted to Police Radio.
1929
Color television shown
Improved Condenser Mic.
Experimental outdoor television
1928
Electromagnetic Phonograph Pick-ups.
CBS starts on the air.
Film Recording
1927
First coast to coast presidential address - Coolidge
Federal Radio Commission Appointed
World Series broadcast for first time.
1926
John McCormack - Lucrezia Bori broadcast.
Coolidge inaugural broadcast.
1925
Rapid Expansion Period.
1400 Broadcast stations.
1924
1923
Outdoor Sports televised.
War stops English Television Service.
Remote Wire Pick-Up.
House votes against Connery resolution to investigate alleged monopoly in radio.
FCC Reorganization.
RCA 8x10' Demonstration.
CBS announces television plans.
RCA start television field tests.
Don Lee Television demonstrations.
RCA Outdoor television demonstration.
RCA Television Field plans.
British Television Committee reccommends public service.
Improved Vertical Radiators.
Transmission to aircraft - 200 miles.
RCA Service Starts N.Y.C.
Single End Tubes.
Advanced Television Receivers and Kits.
WLW denied super power.
250 K.W. Tubes.
Signal limiters.
NBC orders Mobile Vans.
"Hindenburg" crash recorded.
RCA 441 line tests, N.Y.C.
London service starts.
Television
Doherty Circuit.
WHO applies for 500 K.W.
Improved Steel Tape Recording.
Inverse Feed-Back Audio.
Direct line filament tubes.
Wheeler resolution 50 KW max power.
Cairo Conference.
Havana Conference.
A.T.&T. Coaxial Cable Field Tests.
Beam Power Tubes
Coaxial Cable
Beam Power Tubes.
Automatic Frequency Control Receivers.
Metal Receiving Tubes.
Directional Aerials.
WLW 500 K.W. Transmitter.
100 K.W. Tubes.
FCC succeeds FRC.
Lapel Microphone.
Directional Microphones.
All wave Super-Heterodynes.
Crystal Controlled Carriers.
Madrid Treaty.
Empire State Building for RCA television.
English Derby televised
Mobile Pick up.
SS America receives facsimile message 3000 miles.
Two way wire television demonstrated.
Technical
First round the world broadcast - Schenectady - Holland - Australia.
Screen grid tubes
Shielded Tubes.
Power Magnetrons.
Built-in Dynamic Speakers.
First transatlantic television - experimental.
Hot cathode Mercury Vapor Rectifier.
First coast to coast Opera broadcast - Faust.
First regular Coast-to-Coast Hook-up; Rose Bowl Game.
Bell System radiophone link - N.Y. to London.
Wire television demonstration, N.Y. to Washington.
Alexanderson television demonstration.
Velocity Microphones.
Improved Studio Acoustical Design.
A.C. Tubes introduced
Baird Shadowgraph demonstration - London.
Ranger Facsimile transmission - New York - Honolulu.
High Power transmitters moved to suburbs.
Electric recording on wax.
Electro-dynamic loudspeakers.
Pierce Crystal Oscillator Control.
Super-Heterodyne Receivers.
Republican and Democratic Conventions broadcast over networks for first time.
Marconi radiophones 2100 miles via Short Waves.
Push Pull Audio Amplification.
WJZ rebroadcasts first international program - from England.
First multiple station hook-up WEAF, WGY, KDKA and KYW.
Neutrodyne Receivers.
Receiving Tubes, $9 each.
First "chain" broadcast, WEAF and WNAC.
Crystal Receivers.
Regenerative Receivers.
Opening of Congress broadcast for first time.
KDPM picked up and rebroadcast program from KDKA Pittsburgh.
First gridiron broadcast, Chicago-Princeton game.
First N.Y. Philharmonic Orchestra broadcast.
360 and 400 meter channels.
Marconi Short Wave Beam and Reflectors.
WGY opened.
First Annual Radio Broadcast Conference.
First ARRL Convention.
Stations WBZ, WJZ, KYW and WDY opened.
Dempsey-Carpentier Fight Broadcast.
Condenser Microphone.
Experimental 100 K.W. Tubes.
Condenser Microphone.
1000 watt tubes.
1922 Two way radiophone test 400 miles, Deal Beach N.J. and S.S. "America."
Armstrong Super-Heterodyne Demonstration.
WEAF opened - broadcast first commercially sponsered program.
1921 Single 360 meter broadcast channel.
Amateur station broadcasting terminated.
Audio Frequency Range 200 to 2500 cycles.
Carbon Microphone.
KDKA Broadcast Harding-Cox election returns.
1920 "Detroit News" operated a radiophone.
U.S. returns high power stations.
England and Canada linked by radiophone.
1919 U.S. Signal Corps broadcast services from Trinity Church, Washington, D.C.
U.S. War control of radio stations.
R.C.A. Organized
Vacuum tube transmitters start to replace other systems.
Alexanderson High Frequency Alternator.
1917-18
Radiophones developed for military purposes.
Advanced Cathode Ray tubes.
Electro-Magnetic recording.
250 Watt tubes.
Cannon and Logwood daily broadcasts, 2ZK, New York.
1916 De Forest experimental radiophone opened at High Bridge, N.Y.
Armstrong Regenerative Patent
1915 Successful radio telephone tests, Arlington, Va., to Paris.
25 watt tubes.
Von Strauss; Von Arco; Franklin; Meissner; Round; European Research.
Leiben-Reiss Tube.
Langmuir tube developments.
U.S. Wireless Act of 1912.
Vacuum tube research started by G.E. and Bell Labs.
Prince Albert of Monaco - broadcast "wireless piano" from his yacht at New York.
1912 Wireless Time Signals, Weather reports, News, transmitted by U.S. Navy Station N.A.A.
1911
U.S. Wireless Act of 1910.
De Forest Eiffel Tower Broadcasts.
1910 Enrico Caruso and Emmy Destinn broadcast through De Forest radiophone - New York
Dunwoody and Picard Crystal Detector patents.
1906 De Forest Audion invention.
1904 Fleming thermionic valve patent.
First Wireless Newspaper
1903 Dr. Valdemar Poulsen - Arc Generator.
First International Radio Conference - Berlin.
Richardson work on emission.
Marconi Magnetic Detector.
Fessenden electrolytic detector
Marconi Transatlantic Tests.
1901 Fessenden patent for radio-telephony - using high frequency alternator.
Lodge Inductive coupling.
Marconi "Tuned" Patent.
Branly Coherer.
1898 By wireless, Marconi radio reported Kingstown regatta, off Irish Coast.
Gilbert - Faraday - Maxwell - Leyden - Hertz - Preece - Edison - Bell - Gohant.
Heaviside - Hughes - Dolbear - Loomis - Oersted - Henry - Gray - von Guericke - Volta. Kennelley.
Prior Art.

The family tree of Broadcasting.

Drawn for BROADCASTING by Charles R. Leutz, radio engineer and author of *Super-Heterodyne Receivers, Modern Radio Reception and Short Waves.*

A Chronology of THE DEVELOPMENT OF RADIO AND BROADCASTING

640 B. C.—Thales of Miletus observed that amber after being rubbed acquired the electric property of attracting straws.

1650—Otto von Guericke invented the air pump and the first frictional electric machine.

1654—Robert Boyle observed that electric attraction may take place through a vacuum.

1676—Olaus Roemer discovered that light travels at a finite velocity.

1725—Stephen Gray discovered electrical conduction; he observed that electricity could be carried more than 500 feet along a hemp thread.

1733—Dufay noted that sealing wax rubbed with cat's fur was electrified, but the electrical effect was different from that produced by rubbing a glass rod with the fur. He named one "vitreous" and the other "resinous". The terms "positive" and "negative" were later introduced by Benjamin Franklin.

1745—The principle of the electrostatic condenser was discovered by Musschenbroeck of Leyden.

1749—Benjamin Franklin proved by means of his historic kite experiment in a thunder storm that lightning is an electrical phenomenon.

1780—Luigi Galvani discovered "animal" electricity or "galvanic" electricity as it was later called.

1794—Allessandro Volta invented the voltaic cell.

1825—Georg Ohm propounded the law named for him—Ohms Law.

1827—The term "microphone" was coined by Sir Charles Wheatstone as the name of an acoustic device he built to amplify feeble sounds.

1831—Michael Faraday formulated the laws of electromagnetic induction, paving the way for the magneto and dynamo.

1831—Joseph Henry, of Princeton, N. J., discovered self-induction improved the electromagnet to lift 3,000 pounds and made the first electric bell.

1832—The idea of telegraphing was discussed by Samuel F. B. Morse.

1838—Professor K. A. Steinheil, of Munich, discovered the use of the earth-return later utilized in telegraph, telephone and wireless.

1847—Thomas Alva Edison was born on February 11 at Milan, O.

1849—John Ambrose Fleming was born on Nov. 29 in England.

1858—The first transatlantic cable was opened (August 16) with an exchange of greeting between President Buchanan and Queen Victoria.

1861—Philip Reis, of Germany, built a make-and-break platinum contact microphone with which musical sounds but not speech could be transmitted.

1865—An induction machine was constructed by Wilhelm Theodor Holtz.

1867—James Clerk Maxwell, of Cambridge University, outlined theoretically and predicted the action of electromagnetic waves.

1872—The first patent for a system of wireless telegraphy was granted on July 30 in the United States to Dr. Mahlon Loomis, of Washington, D. C. His drawing illustrated how setting up "disturbances in the atmosphere would cause electric waves to travel through the atmosphere and ground".

1874—Guglielmo Marconi was born at Bologna, Italy, April 25.

1875—The telephone was invented by Alexander Graham Bell.

1875—Thomas Alva Edison noted a strange electrical phenomenon he called "etheric force".

1877—Emile Berliner, of Washington, D. C., noted that the resistance of a loose electrical contact varies with pressure; he applied the principle to the design of a microphone.

1877—Edison patented the button or solid carbon type of voice transmitter for the telephone.

1878—Francis Blake designed a telephone transmitter employing a block of hard carbon and a vibrating diaphragm.

1878—Hughes, of London, built a sensitive inertia transmitter for the telephone and revived the name "microphone". He discovered the phenomena upon which the action of the coherer depends.

1880—J. and P. Curie, of France, discovered the piezo-electric effect of crystals.

1882—Professor Amos Dolbear, of Tufts College, was granted a United States patent (March) for a system of wireless telegraphy or as he stated, "electrical communication between two points certainly more than one-half mile apart".

1883—Edison discovered "the Edison effect", a phenomenon occurring inside an incandescent lamp. He observed that an electric current could be made to pass through the space between a heated filament and an adjacent cold metallic plate.

1884—Paul Nipkow, of Berlin, invented a scanning disk by means of which he hoped to send pictures over wires; it was later used in television.

1885—Edison developed an induction system of communication for use between railroad stations and trains. (Marconi Wireless Telegraph Co. purchased the patent in 1903.)

1885—Sir William Preece in England demonstrated that telephonic speech could be sent 440 yards by induction.

1886—Dolbear patented a wireless system employing two elevated insulated metallic plates.

1886—Professor Heinrich Hertz, German physicist, proved experimentally that electromagnetic waves as predicted by Maxwell could actually be sent through space with the speed of light. He demonstrated with the famous Hertz oscillator.

1890—Professor Edouard Branly, of Paris, developed the coherer as a detector of electromagnetic waves.

1890—C. Francis Jenkins, of Washington, D. C., began a search for new devices needed for success of Nipkow disk as a television scanner.

1891—Nikola Tesla experimented with high frequency currents and discovered the principle of the rotary magnetic field. He applied it in practical form to the development of the induction motor.

1892—Sir William Preece signaled between two points on the Bristol Channel by a system that employed both the principles of induction and conduction.

1892—Sir Willam Crookes predicted wireless telegraphy without wires would soon be possible.

1894—Sir Oliver Lodge at the British Association meeting demonstrated the efficiency of the Branly coherer as a detector of electromagnetic waves up to 150 yards.

1895—Guglielmo Marconi sent and received his first wireless signals across his father's estate at Bologna, Italy.

1896—Marconi filed application for the first British patent on wireless telegraphy. He sent signals across two miles at Salisbury Plain, England.

1897—Marconi receiving on a tug boat picked up wireless messages from Needles on the Isle of Wight, 18 miles distant.

1897—The Wireless Telegraph and Signal Co., Ltd., was incorporated in England as the first commercial organization of its kind (July). The name was changed to Marconi Wireless Telegraph Co., Ltd., in 1900.

1898—The first paid wireless messages were sent (June 3) from Needles, Isle of Wight.

1898 (July 20)—Marconi wireless reported the Kingstown regatta off Irish coast to Dublin newspaper from aboard the *SS Flying Huntress.*

1899 (March 27)—Marconi flashed the first wireless signals across the English Channel.

1899 (April 28)—*Steamer R. F. Mathews* collided with the East Goodwin Sands Lightship and sent the first wireless call for assistance.

1899 (April)—Wireless communication was established by the U. S. Army Signal Corps between Fire Island and Fire Island Lightship, a distance of 12 miles.

1899 (July)—Three British warships exchanged wireless messages at sea across 75 miles.

1900—Sir Oliver Heaviside and Professor Arthur E. Kennelly, of Harvard, suggested the theory of a "radio ceiling" now referred to as the Heaviside surface, a conducting medium that reflects radio waves from the upper levels of the atmosphere.

1900 (Feb. 18)—Germany's first commercial wireless station was opened on Borkum Island.

1900 (Feb. 28)—*S. S. Kaiser Wilhelm der Grosse* left port as the first seagoing passenger ship equipped with wireless service.

1900—Marconi filed application for his first historic patent No. 7777 covering a "tuned" or synchronized wireless system.

1900 (Nov. 2)—Belgium's first wireless station was installed at Lapanne.

1901 (Jan. 1)—The bark *Medora* was reported by wireless to be waterlogged on Ratel Bank and assistance was sent.

1901 (Feb. 11)—Marconi established wireless communication between Niton, Isle of Wight, and the Lizard station, 196 miles apart.

1901 (March)—Wireless service for the public was established between the five main islands of the Hawaiian group.

1901 (Sept. 28)—Professor Reginald Fessenden applied for a United States patent for radio-telephony utilizing an alternating current generator having a frequency of 50,000 cycles per second.

1901 (Dec. 12)—Marconi at Newfoundland intercepted the first transatlantic signal, the letter "S", transmitted from Poldhu, England.

1902 (Feb.)—Marconi on *S. S. Philadelphia* picked up messages from Poldhu, 2,099 miles distant.

1902 (June 25)—Marconi introduced the magnetic detector and conducted tests on board the Italian cruiser *Carlo Alberto.*

1902—Professor Reginald A. Fessenden introduced the electrolytic detector.

1902 (Dec. 17)—Marconi sent first west-east transatlantic wireless messages from Glace Bay to England.

1903—Electric arc transmitter as a means of propagating wireless waves was introduced by Valdemar Poulsen and William Duddell.

1903—President Theodore Roosevelt and King Edward of England exchanged greetings by wireless between Cape Cod and Poldhu.

1903—First ocean daily "newspaper" was printed on board *S. S. Campania*, with news supplied by wireless.

1903 (Aug. 4)—First International Radiotelegraphic Conference was held at Berlin.

1904 (Feb. 1)—CQD was adopted as the wireless distress call by the Marconi Company.

1904—Professor John Ambrose Fleming, of England, invented the two-element thermionic valve detector.

1904 (Aug. 15)—Great Britain passed a Wireless Telegraph Act.

1904—Wireless apparatus was featured at the St. Louis World's Fair.

1905—The *New York Times* received eyewitness wireless bulletins of naval battle off Port Arthur in Russo-Japanese war.

1906—E. Bellini and A. Tosi, of Italy, pioneered in radio direction-finder research.

1906—Telefunken arc system of wireless was introduced in Germany and covered 25 miles.

1906—Dr. Lee de Forest invented the audion, a three-element vacuum tube, having a filament, plate and grid.

1906—Dunwoody discovered the rectifying properties of carborundum crystals and Greenleaf Pickard noted similar properties of silicon, replacing coherer as a detector of wireless waves.

1907 (Oct. 17)—Commercial wireless service was inaugurated between Clifden, Ireland, and Glace Bay, Nova Scotia.

1908 (Feb. 2)—*S.S. St. Cuthbert* afire off Sable Island was sighted by steamer *Cymric* from which a newspaper correspondent sent story by wireless to the *New York Times* and *Chicago Tribune.*

1908 (Feb. 3)—Marconi transatlantic wireless stations were opened to the public for transmission and reception of Marconigrams between England and Canada.

1908—International Radio Telegraphic Conference at Berlin suggested SOS as wireless distress call instead of CQD.

1909 (Jan. 23)—*S.S. Republic* collided with *S.S. Florida* off New York harbor, and Jack Binns, *Republic* wireless operator, flashed CQD that summoned rescuers proving the value of Marconi apparatus in time of disaster at sea.

1909—Marconi was awarded the Nobel Prize in physics.

1910 (Jan. 13)—Enrico Caruso and Emmy Destinn singing backstage of the Metropolitan Opera House, broadcast through De Forest radiophone and were heard by operator on *S.S. Avon* at sea and by wireless amateurs in Connecticut.

1910—Marconi flashed wireless messages from Ireland to Buenos Aires.

1910 — *S.S. Principessa Mafalda* intercepted messages from Clifden, Ireland, 4,000 miles by day and 6,700 miles at night.

1910 (Apr. 23)—Marconi transatlantic America-Europe service opened.

1910 (June 24)—United States approved an Act requiring certain passenger ships to carry wireless equipment and operators.

1911 (July 1)—Department of Commerce organized a radio division to enforce the wireless act of June 24, 1910.

1911—Radiotelephony spanned 350 miles between Nauen, Germany, and Vienna, Austria.

1912—Frederick A. Kolster, of Bureau of Standards, developed a decremeter to make direct measurements of wireless waves.

1912—United Wireless Co. absorbed by American Marconi Co.

1912 (Feb.)—Marconi Company acquired the Bellini-Tosi patents, including the direction finder.

1912 (April 14)—*S.S. Titanic* disaster proved the value of wireless at sea; 705 lives were saved. Jack Phillips and Harold Bride were the wireless men.

1912—United States Naval radio station, NAA, opened at Arlington, Va.

1912 (July 5)—International Radio Telegraphic Conference in London approved regulations to secure uniformity of practice in radio communication service.

1912 (July 23)—An Act was approved by the United States extending the Act of June 24, 1910, to cover cargo vessels and required auxiliary source of power, efficient communication between wireless room and bridge, and two or more skilled wireless operators in charge of apparatus on certain passenger ships.

1912 (Aug. 13)—United States approved Act licensing wireless operators and transmitting stations, including amateurs.

1913 (June)—Radio Telegraph Act of Canada was passed by Parliament.

1913—Station POZ, Nauen, Germany, flashed a message 1,550 miles.

1913 (Sept.)—Prince Albert, ruler of the principality of Monaco, steamed into New York harbor on his yacht *Hirondelle* equipped with a wireless piano heard by amateurs as far distant as the Great Lakes.

1913 (Oct. 11)—*S.S. Volturno* afire at sea flashed an SOS and ten ships rushed to her side.

1913 (Nov. 12)—Safety at Sea Conference was held in London; wireless received major consideration.

1913 (Nov. 24)—Tests of wireless were conducted on Delaware, Lackawanna & Western Railroad between Hoboken and Buffalo.

1914—Direct communication was established between WSL, Sayville, L. I., and POZ, Nauen, Germany; also between Tuckerton, N. J., and Elvise.

1914 (Sept. 24)—California-Honolulu wireless service was opened by Marconi Wireless Telegraph Company of America.

1914—Validity and priority of Marconi's patents were upheld in the United States District Court, Eastern District of New York, in a decision handed down by Judge Van Vechten Veeder.

1914—Nauen, Germany, flashes warning to *Kronprinzessin Cecile*, 850 miles off the Irish Coast, to rush to a neutral port with its cargo of $10,000,000 in gold. The ship anchored at Bar Harbor a few days later.

1914 (Oct. 6)—Edwin H. Armstrong was granted a patent on the regenerative or feed-back circuit.

1915 (May 22)—Marconi sailing from New York to Rome, summoned by the King because of Italy's entry into World War predicted "visible telephony".

1915—Radio compass was developed by Dr. F. A. Kolster of U. S. Bureau of Standards.

1915 (July 27)—Wireless communication was established between United States and Japan through relay via Honolulu.

1915 (July 28)—Radio telephone successful between Arlington, Va., and Paris, 3,700 miles away. Hawaii also heard the voices in these tests conducted by American Telephone & Telegraph Company.

1916 (Nov. 5) — President Wilson and Mikado of Japan exchanged radiograms at opening of transpacific circuit.

1916 (Nov.)—De Forest experimental radiophone station was opened at High Bridge, N. Y.

1916 (Nov.)—Station 2ZK, New Rochelle, N. Y., operated by George C. Cannon and Charles V. Logwood broadcast music between 9 and 10 p. m., daily except Sunday.

1917—Dr. E. F. W. Alexanderson designed a 200-kilowatt high frequency alternator, facilitating world-wide wireless.

1918—A. Hoxie, General Electric engineer, installed a high-speed wireless recorder to copy messages from France at Otter Cliffs, Maine.

1918 (April) — A high power station LCM, was opened at Stavanger, Norway.

1918—Between 2,500 and 3,000 vessels in British Merchant Marine were now equipped with wireless transmitters and receivers.

1918 (July 31)—United States Government took over all wireless land stations in the country, with exception of a few high power transmitters remaining under control of commercial organizations.

1918 (Sept. 22)—Wireless messages from Carnarvon, Wales, were heard at Sydney, Australia, 12,000 miles distant.

1918 (Nov.)—Signing of the Armistice ending World War was announced by wireless flashes from Germany and France.

1919—The vacuum tube highly developed by World War necessities began to replace the old spark and arc transmitters.

1919—President Wilson on way to Peace Conference in Paris maintained contact with America by wireless from *S.S. George Washington.*

1919—U. S. Navy's flying NC-boats used radio and direction finders on historic transatlantic flight.

1919 (Aug. 24) — United States Signal Corps broadcast service of Trinity Church at Third and D Streets, Washington, D. C.

1919—British dirigible R-34 crossed Atlantic equipped with a vacuum tube transmitter.

1919—England and Canada linked by vacuum tube radiophone transmitters.

1919—President Wilson returning from Peace Conference on board *S.S. George Washington,* addressed the crew on July 4 and an attempt was made to broadcast his speech to shore, but was unsuccessful.

1919—Radio Corporation of America was organized, acquiring the interests of the Marconi Wireless Telegraph Company of America and radio activities of the General Electric Company in plans for an American worldwide radio system.

1919—Establishment of U. S. Naval Shore Radio Compass System with 33 stations along Atlantic Coast after tests by *U.S.S. Chicago;* project suggested to navy by Lieut. Comdr. Thomas Appleby in 1918; first system of kind in world.

1920 (Feb. 29)—United States government returned the high power stations under its control during the World War, and the first commercial long distance radio communication between the United States and foreign countries was inaugurated by the Radio Corporation of America.

1920—A tract of land covering ten square miles was acquired at Rocky Point and Riverhead, L. I., for the construction of a Radio Central conceived for worldwide communication under direction of RCA.

1920—Installation of 200-kilowatt Alexanderson high frequency alternators for international communication began at Bolinas, Calif., Marion, Mass., and Kahuku, Hawaii.

1920 (Aug. 20)—Station WWJ, Detroit, (Then 8MK; later WBL; WWJ, July 7, 1922), owned by *Detroit News* and installed by William J. Scripps, began operation, broadcasting daily thereafter. Sent out returns of State primary election Aug. 31, 1920.

1920 (Nov. 2)—KDKA, Pittsburgh (Westinghouse Co.), founded by Dr. Frank Conrad, begins regular schedule of broadcasting with Harding-Cox presidential election returns.

1921—President Harding formally opens Radio Central on Long Island addressing a radiogram to all nations.

1921—Paul Godley, American amateur at Androssan, Scotland, intercepted 27 American radio amateurs using power outputs ranging from 50 to 1,000 watts.

1921 — Alexanderson's 200-kilowatt alternator system installed at Tuckerton, N. J.

1921 (July 2)—Dempsey-Carpentier fight was broadcast from Boyle's Thirty Acres in Jersey City through a temporarily installed transmitter at Hoboken, N. J. Major J. Andrew White was the announcer. This event gave broadcasting a tremendous boost.

1921—Nobel Prize for physics awarded Professor Edouard Branly for his radio research work and invention of coherer.

1921 (Aug. 30)—American Radio Relay League held its first annual convention at Chicago.

1921 (Sept. 27)—Station WBZ went on the air at Springfield, Mass.

1921 (Oct. 1) — Station WJZ officially opened at Newark, N. J., as first regular broadcaster in metropolitan area featuring World Series bulletins.

1921 (Nov. 11)—President Harding's address at burial of the Unknown Soldier at Arlington was broadcast.

1921 (Nov. 11)—Station KYW was introduced on the air at Chicago by Westinghouse Co.

1921 (Dec. 15)—Station WDY opened at Roselle Park, N. J. (Remained on the air as a broadcaster until merged with WJZ).

1922—Two-way radio conversation, first of its kind, was established between Deal Beach, N. J., and *S. S. America* 400 miles at sea.

1922 (Feb. 20)—Station WGY, Schenectady, went on the air.

1922 (Feb. 27)—First annual Radio Conference relating to broadcasting was held at Washington, D. C., at call of Secretary of Commerce Herbert Hoover.

1922 (June)—Marconi came to America in his yacht *Elettra* and at a meeting of the Institute of Radio Engineers demonstrated his short wave radio beam and reflectors.

1922 (July 25)—The American Telephone & Telegraph Company abandoned its broadcasting station WBAY.

1922 (Aug. 16)—Station WEAF went on the air atop the Western Electric Bldg., West Street, New York.

1922—The superheterodyne as a broadcast receiver was demonstrated by its inventor, Edwin H. Armstrong.

1922 (Sept. 7) — Station WEAF, New York, broadcast the first commercially sponsored program of the Queensborough Corporation, a real estate organization.

1922 (Oct. 25)—High-powered vacuum tube transmitters for the first time handled traffic between New York, England and Germany.

1922 (Oct. 28)—Princeton-Chicago football game went on the air as the first broadcast from the gridiron.

1922 (Nov. 11)—Remote control pickup of opera *Aida* at the Kingsbridge Armory, New York, was the first program of its kind.

1922 (Nov. 22)—The New York Philharmonic Orchestra broadcast for the first time.

1922—Development of a 20-kilowatt vacuum tube for transmitters was announced by Dr. Irving Langmuir, Schenectady.

1923 (Jan. 4)—The first "chain" broadcast featured a telephone tieup between WEAF, New York, and WNAC, Boston.

1923 (March)—Invention of the neutrodyne circuit was described by Professor L. A. Hazeltine, at Radio Club of America.

1923—A picture of President Harding was sent by the C. Francis Jenkins television system between Washington and Philadelphia.

1923 (March 4)—Station KDPM, Cleveland, O., picked up short waves from KDKA, Pittsburgh, and presented the first rebroadcast program.

1923 (March 20)—Second Annual Radio Conference was held at Washington, D. C., to discuss broadcasting problems.

1923 (May 15) — Station WJZ moved from Newark, N. J., to Aeolian Hall on 42nd Street, New York.

1923 (June)—The first multiple station hookup by wire featured WEAF, New York; WGY, Schenectady; KDKA, Pittsburgh, and KYW, Chicago.

1923—President Warren G. Harding spoke from St. Louis as he began a western tour and three stations were in the network—WJZ, New York; WCAP, Washington, and KSD, St. Louis.

1923 (Aug. 1)—Station WRC was opened at Washington, D. C., by Radio Corporation of America.

1923 (Nov. 11)—Woodrow Wilson's Armistice Day address, his only public address after retiring from the White House, was broadcast by WEAF, New York.

1923 (Dec. 4) — Opening of Congress broadcast for first time.

1924 (Jan. 9)—Station KGO, Oakland, Cal., made its debut on the air, owned by General Electric.

1924 (Feb. 5)—English listeners heard a program short-waved from KDKA rebroadcast for first time in London.

1924 (Feb. 6)—Woodrow Wilson's funeral services at National Cathedral, Washington, D. C., broadcast with WEAF as New York outlet.

1924 (Feb. 23)—Calcutta, India, eavesdropped on a KDKA program rebroadcast from London.

1924 (May 30)—Marconi utilizing short waves talks by radiophone from his yacht *Elettra* off England to Australia.

1924—National Republican convention at Cleveland and National Democratic convention at New York were broadcast for first time over nation-wide networks.

1924 (July)—British government through arrangements with Marconi Company announced plans to link the Empire by a beam radio system.

1924 — Marconi described his shortwave beam system in a lecture before the Royal Society of Arts in London.

1924 (Sept.)—Marconi on his yacht used the 32-meter wave for a radiophone conversation with Syria, 2,100 miles away.

1924 (Oct.)—Equipped with wireless the *Zeppelin ZR-3* (later renamed *Los Angeles*) crossed the Atlantic.

1924 (Oct.)—Third National Radio Conference pertaining to broadcasting was held in Washington, D. C.

1924 (Oct. 11)—Cape Town, Africa, intercepted a program from KDKA with sufficient strength to rebroadcast.

1924 (Nov. 30) — Facsimile radio from London to New York carried pictures of President Coolidge, Prince of Wales and Premier Stanley Baldwin across Atlantic in 20 minutes, using the Ranger System.

1924—Station WJZ rebroadcast first international program relayed on 1,600 meter wave from Coventry, England, to Houlton, Me., from where it was fed by wire lines to the New York transmitter.

1924 (Dec. 15)—Station KOA, Denver, Colo., went on the air, owned by General Electric Co.,

1925—Commercial companies applied for short wave licenses as transatlantic traffic was shifted more and more from long waves to 20 to 105 meters.

1925—Development of high power broadcast transmitters lead to moving of stations to suburbs or sections some distance from metropolitan areas. KDKA, Pittsburgh, and WGY, Schenectady, tested 50-kilowatt installations.

1925—Coolidge inaugural was broadcast by 24 stations in transcontinental network.

1925 (April)—John Logie Baird, Scottish television experimenter, demonstrated radio shadowgraphs at Selfridge store in London.

1925 (May 7)—Photoradio developed by Capt. R. H. Ranger of RCA, transmitted facsimile messages, maps and pictures from New York to Honolulu.

1925—Stations WJZ, New York, and WRC, Washington, rebroadcast for the first time the gong of Big Ben atop the House of Parliament, London, as it struck midnight.

1925—Alternating current tubes were introduced, making possible the all-electric receiver for the home.

1925—Heaviside-Kennelly theory of the so-called "radio mirror" was confirmed by the United States Radio Research Laboratories, Bellevue, D. C.

1926 (Jan. 1) — John McCormack and Lucrezia Bori made their radio debuts over WJZ in a broadcast that inspired other artists of distinction to go on the air.

1926 — *S.S. Antinoe* in distress at sea flashed an SOS and the *S.S. President Roosevelt* rushed to the aid through a blinding blizzard guided to the scene by a radio compass.

1926 (Feb. 23)—President Coolidge signed the Dill-White Radio Bill, that created the Federal Radio Commission and ended chaos caused by a wild growth of broadcasting.

1926 (April 20)—Picturegram of a check was flashed by photoradio from London to New York where it was honored and cashed.

1926 (May)—Richard E. Byrd and Floyd Bennett in plane *Josephine Ford* flew over North Pole from Spitzbergen equipped with a short-wave transmitter to contact the base.

1926 (May)—Dirigible *Norge* soared across the Arctic and broadcast the first messages direct from the North Pole.

1926 (Sept. 23)—Dempsey-Tunney fight was broadcast to all parts of the world with Major J. Andrew White announcing.

1926—World Series was broadcast for the first time by WJZ's nationwide hookup.

1926 (Nov. 1) — National Broadcasting Company was organized, with WEAF and WJZ as key stations and Merlin Hall Aylesworth, as president. Headquarters were established at 711 Fifth Ave., New York.

1926 (Dec. 15)—Dr. E. F. W. Alexanderson demonstrated his multiple light-brush television system and projector at St. Louis.

1927 (Jan. 1)—The first regularly established coast-to-coast hookup requiring 4,000 miles of wire was used to broadcast football game in Bowl of Roses, Pasadena, Cal.

1927 (Jan. 7)—Radiotelephone circuit or "talk-bridge" of American Telephone & Telegraph Co. was opened between New York and London with Adolph S. Ochs, publisher of the *New York Times,* talking with Geoffrey Dawson, editor of the *London Times.*

1927 (Jan. 21) — First coast-to-coast broadcast of an opera featured Faust from the Chicago Civic Opera Auditorium.

1927 (Feb. 22)—First coast-to-coast Presidential broadcast from the floor of Congress featured Calvin Coolidge's Washington Birthday address at joint session of Congress.

1927 (March 2)—Federal Radio Commission appointed by President Coolidge: Rear Admiral W. H. G. Bullard, John F. Dillon, Judge E. O. Sykes, O. H. Caldwell and Henry A. Bellows.

1927 (April 7)—Wire television was demonstrated between Washington and New York, and radio-vision between Whippany, N. J., and New York, by Bell Telephone Laboratories.

1927—Arrival of Charles A Lindbergh in United States after his historic flight to Paris was broadcast by largest network of stations ever assembled up to this time.

1927 (Sept. 18) — Columbia Broadcasting System went on the air with a basic network of 16 stations. Major J. Andrew White was president.

1927 (Oct. 17)—Marconi in lecture at Institute of Radio Engineers in New York predicted that short waves were destined to play a vital role in television.

1927 (Dec. 30)—Radiomarine Corporation of America was organized to operate a radio service for ships at sea.

1928 (Feb. 8)—John L. Baird televised Mrs. Mia Howe in London and the image was seen at Hartsdale, N. Y., as the first transatlantic television.

1928 (March 7)—Passengers on *S.S. Berengaria* saw face of Dora Selvy televised by John L. Baird 1,000 miles away in London.

1928 (July 12) — Television of outdoor scenes without the use of artificial lights was demonstrated by the Bell Telephone Laboratories.

1928 (Aug. 11) — Herbert Hoover was officially notified of his nomination for the presidency while 107 stations were linked with the microphones at Palo Alto, Cal.

1928 (Sept. 11)—*The Queen's Messenger,* a one-act melodrama, was televised at "The House of Magic", Schenectady, N. Y.

1929 (Jan. 3)—William S. Paley elected President of the Columbia Broadcasting System.

1929 (Feb. 1)—Band concert in Queens Hall, London, was broadcast in the United States as the first scheduled international rebroadcast.

1929 (June)—Westminster Abbey Thanksgiving service for recovery of King George was rebroadcast in the United States.

1929—Screen grid tubes were developed for radio receiving sets.

1929 (June 27)—Television in color was demonstrated by the Bell Telephone Laboratories by wire from one end of a room to the other.

1929 (Aug. 15)—Brokerage offices were established on several ocean liners supplied Wall Street service by wireless.

1929 (Nov. 18)—Dr. V. K. Zworykin demonstrated his kinescope or cathode ray television receiver before a meeting of the Institute of Radio Engineers at Rochester, N. Y.

1929 (Nov. 29)—A short wave flash from Little America, Antarctica, announced that Byrd and several companions had flown over the South Pole.

1929 (Dec. 20)—First international program from Germany was rebroadcast in the United States.

1929 (Dec. 25)—Christmas Day was celebrated for the first time by an international exchange of radio programs between the United States, England, Germany and Holland.

1930 (Jan. 1)—King George V welcomed delegates to the London Naval Conference and was heard in his first worldwide broadcast.

1930 (March 11)—Arrival of Byrd Antarctic Expedition at Dunedin, New Zealand, and two-way conversation between members of the expedition and friends in New York heard in a rebroadcast throughout the United States.

1930 (April 9)—Two-way wire television in which speakers at the ends of a 3-mile circuit saw each other as they conversed was demonstrated by the Bell Telephone Laboratories.

1930—The pentode tubes for radio receivers were introduced.

1930 (May 22)—Dr. E. F. W. Alexanderson demonstrated television on a 6-foot screen in Proctor's Theater, Schenectady.

1930 (June) — *S.S. America* off Fastnet Island, approximately 3,000 miles from New York, intercepted facsimile messages from the United States.

1930 (June)—Plans were announced for a $250,000,000 Radio City to be built on Manhattan Island.

1930 (June 10)—John Hays Hammond Jr. announced his invention of a television eye for airplanes enabling pilots to "see" through fog and darkness to make safe landings.

1930 (June 30) — First round-the-world broadcast, Schenectady to Holland, relayed to Java, Australia, and back to point of origin in less than a second.

1930 (July 30) — Experimental television transmitter W2XBS opened by National Broadcasting Company in New York.

1930 (Dec. 6)—Direct radio communication established between the United States and China by opening of San Francisco-Shanghai circuit.

1930 (Dec. 25)—Premier Hamaguchi, of Japan, was heard in first American rebroadcast from the Orient.

1931 (Jan. 1) — Premier Mussolini of Italy, speaking over short waves from Rome was heard for the first time by American radio audience.

1931 (Jan. 11) — Caesium photoelectric cells designed to "see red" were introduced by the Bell Telephone Laboratories to clarify television images.

1931 (Feb. 12)—Pope Pius XI addressed the world in an international broadcast

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inaugurating the Vatican City station HVJ, marking the first time the Pope's voice was heard in America.

1931 (March 31) — Micro-rays (18 cm.) carried voices across the English Channel between Dover and Calais.

1931 (April 26) — Television station W2XCR went on the air in New York.

1931 (June 3)—English Derby was televised for the first time by John L. Baird at Epsom Downs.

1931 (June) — Empire State Building, world's highest skyscraper, was selected as the site for an RCA television station using ultra-short waves.

1931 (July 21) — Experimental television station W2XAB opened by Columbia Broadcasting System in New York.

1931 (Aug. 21)—Vienna Philharmonic Orchestra was heard in its first American rebroadcast by WJZ.

1931 (Sept. 13)—Mahatma Gandhi, "India's man of destiny", explained the political plight in an American rebroadcast from London.

1931 (Sept. 24)—U. A. Sanabria demonstrated television on a 10-foot screen at the Radio-Electrical World's Fair in New York.

1931 (Oct. 15)—BROADCASTING Magazine founded as trade publication of radio broadcasting industry.

1931 (Dec. 12)—Fifteen nations and insular possessions participated in worldwide tribute to Marconi on thirtieth anniversary of first transatlantic signal.

1931 (Dec. 25)—*Hansel and Gretel* was broadcast from the Metropolitan Opera House as the first radio presentation from the stage of that institution. The combined networks of WEAF and WJZ were linked with the microphone.

1932 (Feb. 22)—International tributes to George Washington on bicentennial of his birth were heard throughout the United States by radio.

1932 (March)—Radio broadcasting facilities were mobilized to aid in search for kidnappers of Charles A Lindbergh Jr., to flash news bulletins and to appeal to the kidnappers.

1932 (March 13) — German Presidential election returns—Paul von Hindenburg vs. Adolph Hitler—were rebroadcast in the United States.

1932 (May 14)—Numerous cities and ships at sea joined in radio tributes to Samuel F. B. Morse, inventor of the telegraph.

1932 (May 23)—Four stations were linked together by wires in Cuba to form the island's first broadcasting network.

1932 (June)—Republican and Democratic National conventions were broadcast, coast-to-coast.

1932 (Aug. 17)—Professor Auguste Piccard broadcast to America by short wave before taking off in balloon for trip into stratosphere, and on his return to earth he described his record-breaking 10-mile ascent from Switzerland.

1932 (Sept. 22) — William Beebe in his airtight bathysphere broadcast as he was lowered 2,200 feet into the ocean off Bermuda.

1932 (Nov. 9) — Governor Franklin D. Roosevelt made his first radio address as President-elect, thanking the electorate.

1932 (Dec. 10) — First program direct from Java was clearly rebroadcast in the United States.

1933 (March 4) — President Roosevelt's inaugural broadcast internationally by record-breaking hookup.

1933 (March 12) — President Roosevelt broadcast his first "fireside chat" on banking moratorium.

1933 (April 4)—Dirigible *Akron* disaster off New Jersey coast was described on radio by Lieut. Commander Herbert V. Wiley, only surviving officer.

1933 (May 7)—President Roosevelt broadcast his second "fireside chat" on progress of his administration.

1933 (July 24) — President Roosevelt's third "fireside chat" dealt with his stewardship and farm relief.

1933 (Oct. 22) — President Roosevelt's fourth "fireside chat" covered his stewardship to date.

1933 (Nov. 11)—New studios of National Broadcasting Company in Radio City dedicated.

1933 (Nov. 20)—Broadcasters maintained two-way communication with U. S. Army stratosphere balloon while listeners throughout the country eavesdropped.

1934 (May 1)—WLW, Cincinnati, begins operating with 500,000 watts power, being licensed for 50,000 watts regularly and 450,000 watts experimentally.

1934 (July 11)—Federal Communications Commission organized to succeed Federal Radio Commission, and also to regulate wire telephony and telegraphy. Members: Eugene O. Sykes; Thad H. Brown, Paul A. Walker, Norman S. Case, Irvin Stewart, George Henry Payne, Hampson Gary.

1934 (July 28)—U. S. Army's stratosphere balloonists staged a dramatic broadcast by two-way communication until they were forced to throw radio equipment overboard to lighten the load after climb to 61,000 feet.

1934 (Sept. 26)—King George and Queen Mary broadcast internationally at launching of *S.S. Queen Mary.*

1934 (Sept. 30)—President Roosevelt's sixth "fireside chat" dealt with progress of his administration and future plans.

1934 (Sept. 30) — Mutual Broadcasting System starts as cooperative four-station hookup (WOR, WGN, WLW, WXYZ), carrying first commercial program.

1934 (Oct. 9)—Supreme Court of the United States upheld Dr. Lee de Forest as inventor of regenerative or "feedback" circuit.

1934 (Nov. 29)—England's royal wedding, Prince George and Princess Marina of Greece, was heard by radio round the earth.

1935 (Feb. 1) — Television Committee of British Government after a study of various systems suggested England establish television as a public service without delay.

1935 (March 11)—Former Rep. Anning S. Prall appointed chairman of FCC, succeeding E. O. Sykes and replacing Hampson Gary.

1935 (April 25)—Guglielmo Marconi's 61st birthday celebrated on radio in a broadcast featuring salutes from ships at sea, from Admiral R. E. Byrd at Antarctica and from Graf Zeppelin over South Atlantic.

1935 (April 28) — President Roosevelt's seventh "fireside chat" covered relief problems.

1935 (May 7)—Plans to spend $1,000,000 for field television tests were announced by RCA President David Sarnoff; tests to start from Empire State Bldg., New York, early in 1936.

1935 (May 22)—President Roosevelt delivered his message vetoing Patman bonus bill at joint session of Congress at which radio microphones were permitted.

1935 (July 2)—Sounds of Mt. Vesuvius, Italy, broadcast to America for first time through microphone extended over the crater's rim.

1935 (Sept. 3)—Scripps-Howard Newspapers enter broadcasting field with acquisition of WFBE (now WCPO) in Cincinnati, planning to acquire other affiliates.

1935 (Sept. 13)—Haile Selassie, Emperor of Ethiopia, broadcast a special message on Italo-Ethiopian situation from Addis Ababa to listeners in the United States.

1935 (Oct. 2)—Premier Mussolini's broadcast to Italian nation on Italo-Ethiopian situation was rebroadcast throughout the United States.

1935 (Oct. 27)—Most comprehensive international program, "Youth Sings Across Borders", was rebroadcast throughout America with pickups from thirty-one countries.

1935 (Nov. 6)—A static-less radio system based on frequency modulation instead of amplitude modulation, was demonstrated on 2½ meter wave by Major E. H. Armstrong at Institute of Radio Engineers, New York.

1935 (Nov. 11) — Radio maintained two-way communication with Capt. A. W. Stevens and Capt. Orvil A. Anderson on 72,000 feet climb into stratosphere throughout 8-hour flight, broadcast via NBC.

1935 (Dec. 7)—Hollywood studios of NBC dedicated.

1935 (Dec. 18)—Federal Radio Education Committee of 40 leaders in broadcasting and educational fields named by FCC to coordinate educational and cultural programs.

1935 (Dec. 27)—Lenox Riley Lohr elected president of NBC, succeeding M. H. Aylesworth.

1935 (Dec. 31)—Warner Brothers withdraw from ASCAP music pool, resulting in split catalogue and turmoil in broadcasting over music clearance; ASCAP dictates acceptance of five-year contracts to Dec. 31, 1940, on percentage basis.

1936 (Jan. 3) — President Roosevelt addressed joint session of Congress called for 9 p. m. in order that nation might listen by radio.

1936 (Feb. 26)—Hearst expands activities in broadcasting field by purchasing four stations: KTSA, San Antonio; WACO, Waco; KNOW, Austin; KOMA, Oklahoma City. Elliott Roosevelt, son of the President, named vice president of Hearst Radio Inc.

1936 (March 1)—King Edward VIII broadcasts first message to British Empire since death of his father King George V on Jan. 21, which also was flashed around world by radio.

1936 (March 1)—First television wire circuit, called a "see line", links Berlin and Leipzig; images carried over 186-mile wire opened to public view at "looking in" centers in Germany.

1936 (March 19)—KNX, Hollywood, purchased by CBS for $1,300,000 in biggest station deal in history; transfer subsequently approved by FCC.

1936 (March)—Radio stations, networks and amateurs perform meritorious public service in flood disasters hitting eastern and midwestern areas.

1936 (March 24)—WHO, Des Moines, files application with FCC for 500,000 watts, the first of numerous such applications later filed.

1936 (March 31) — CBS reports record gross income of $17,637,804 for 1935, with net profit of $3,228,194.

1936 (April 24) — American Newspaper Publishers Association drops fight on radio and adopts cooperative attitude, concluding in report that functions of newspapers and radio are so closely allied that future welfare of country depends upon continuance of both media as "free institutions."

1936 (April 24)—Television outdoors demonstrated by RCA at Camden, N. J., with local firemen as actors before Zworykin Iconoscope camera. Broadcast was on 6 meters over distance of one mile.

1936 (April 27)—NAB board of directors approves plan for Bureau of Copyrights within association to rid industry of dependence upon ASCAP and other copyright groups; approves plan for public domain and transcription library and eventual per piece system of payment of copyright fees.

1936 (April 30)—New form of electrical "wave guide" transmission of ultra-high frequency radio waves through a hollow pipe (coaxial cable) reported by Bell Laboratories and Massachusetts Institute of Technology, opening new prospects for network television.

1936 (May 1)—Zeppelin *Hindenburg* broadcasts to United States and Germany on first Atlantic crossing.

1936 (May 13)—W. H. Doherty of Bell Laboratories presents paper on high efficiency circuit used in new Western Electric broadcast transmitters before Institute of Broadcast Engineers and in May, 1937, received Morris Liebman Memorial Prize for work on this circuit.

1936 (May 22)—CBS announces plans to establish headquarters in Hollywood after acquisition of KNX. Subsequently names Donald Thornburgh as vice president in charge.

1936 (May 26)—Cooperative radio committee, called Joint Committee on Radio Research, formed by Association of National Advertisers, American Association of Advertising Agencies and National Association of Broadcasters, with Paul F. Peter as secretary.

1936 (May 27)—British superliner *Queen Mary* broadcasts scheduled programs to U. S. networks on maiden voyage to United States.

1936 (June) — Record-breaking hookups carry political convention: Republicans at Cleveland June 9, Democrats at Philadelphia June 23.

1936 (June 4)--Public television demonstrations started in Los Angeles by Don Lee Broadcasting System; system developed by Harry R. Lubcke, director of television, utilizes 300-line images framed 24 times per second.

1936 (June 5)—Davis Amendment to Communications Act, requiring distribution of facilities by quotas, repealed as President Roosevelt signs bill passed by Congress.

1936 (June 16)—President Roosevelt reasserts faith in American system of broadcasting and opposes monopoly in radio in letter to BROADCASTING Magazine on occasion of 14th annual NAB convention in Chicago, July 6-8.

1936 (June15-23)—FCC holds hearings on uses of short and ultra-shortwaves for television, "apex" broadcasting and other services.

1936 (June 29)—RCA starts field tests of television from Empire State Bldg., New York City, working under special appropriation of $1,000,000 for purpose. Secret system is first demonstrated, using live artists and films, to radio manufacturers July 7.

1936 (July 31)—Warner Brothers return to ASCAP, ending six months of copyright turmoil, and simultaneously dismiss some 200 infringement suits against stations and others seeking about $4,000,000 in damages.

1936 (August)—Olympic Games at Berlin are broadcast internationally through elaborate shortwave system and 40-nation switchboard. U. S. networks send own announcers to cover events. German attempts to televise games meet with poor results.

1936 (Aug. 11)—Philco Radio & Television Corp. demonstrates its television system in Philadelphia, transmitting live subjects and films over seven-mile span, with 345-line pictures framed 30 times per second interlaced to produce 60 framings per second; pictures 9½ x 7½ inches in dimension.

1936 (Sept. 6)—President Roosevelt in eighth "fireside chat" discusses drought situation.

1936 (Sept.-Oct.)—Radio used extensively in Roosevelt-Landon political campaign, with estimated $2,000,000 or more spent for network and station time. Hookups and stations cover elections thoroughly Nov. 3.

1936 (Sept. 25)—M. H. Aylesworth resigns as vice chairman of NBC, terminating entire affiliation with network which he helped organize and served as first president. On March 1, 1937, joins Scripps-Howard Newspapers.

1936 (Oct. 5-21)—FCC holds public hearings on proposals for superpower and changes in broadcast allocations.

1936 (Nov. 1-15)—NBC observes tenth anniversary of its founding on Nov. 15, 1926, with gala celebrations featured by demonstrations of RCA television, visits of 35 radio officials from European countries, Nov. 9, banquet with 1,600 attending and various feature broadcasts. RCA-NBC officials hail television as big development of next decade, after demonstrating Empire State Bldg. transmissions of live and film subjects with 343-line images framed 30 times per second and interlaced to produce 60 framings. Images shown on 12 and 9 inch Kinescope tubes were 7¼ x 10½ inches and 5½ x 7¼ inches, respectively.

1936 (Nov. 2)—Canadian Broadcasting Corporation succeeds Canadian Radio Broadcasting Commission as regulator of radio in Canada. Gladstone Murray, Canadian-born executive of British Broadcasting Corp., named general manager.

1936 (Nov. 2)—Television broadcasts start in London on daily except Sunday schedule, 9-10 a. m. and 3-4 p. m., with E. M. I. and Baird systems alternating.

1936 (Nov. 7)—Father Charles E. Coughlin announces retirement from radio in final broadcast over independent network due to failure of his National Union for Social Justice to affect elections; had been regular broadcaster since 1929.

1936 (Dec. 1)—Field tests of A. T. & T. coaxial cable between New York and Philadelphia tested with success.

1936 (Dec. 11)—Former King Edward VIII broadcasts farewell address to world via BBC and Empire Short wave system, and is rebroadcast in United States and rest of world to what is believed to be largest world audience ever to listen to a single speech.

1936 (Dec. 29)—Mutual Broadcasting System, after operation as limited network for two years, expands transcontinentally by adding Don Lee Broadcasting System of California and other stations.

1937 (Jan.-Feb.)—Radio performs greatest humanitarian role in disastrous Ohio-Mississippi floods, winning plaudits of President Roosevelt, Red Cross and nation's listeners for its rescue and relief broadcasts which generally were accredited with reducing toll of life.

1937 (Jan.)—Engineers of RCA and NBC begin first tests of 441-line television images from new experimental transmitter in Empire State Bldg., New York, supplanting 343-line experiments.

1937 (Feb. 11)—Philco Radio & Television Corp., demonstrated 441-line television before press.

1937 (March 15)—Trend toward origination of movie talent programs from Hollywood as major factor in network operation launched as General Mills Inc., Minneapolis (Bisquick), starts *Hollywood in Person* series on NBC network, followed March 28 by *Paramount on Parade* on NBC-Red, followed later by Metro-Goldwyn-Mayer and Warner Bros. tieup on networks for major national advertisers.

1937 (March 29)—North American Radio Conference meeting in Havana agrees on technical principles of broadcast allocations, paving way for treaty conference in November.

1937 (April 1)—NAB board of directors approves creation of independent Copyright Bureau to handle production and sale of public domain transcription program library as means of backstopping industry in the event of ASCAP music crisis.

1937 (April 5-12)—Organized labor movements make first inroads on broadcasting industry when new announcers' union, American Guild of Radio Announcers and Producers, begins organizing announcing and production departments of CBS.

1937 (May 6)—Crash of German Dirigible *Hindenburg*, at Lakehurst, N. J., is recorded by Herb Morrison, announcer, and Charles Nehlsen, engineer, both of WLS, Chicago, who were on the scene as disaster occurred.

1937 (May 12) — Coronation of King George VI broadcast throughout world over British Empire System; British Broadcasting Corp. televises coronation parade from Hyde Park Corner marking first outside events pickup to be televised. CBS inaugurates W2XE as international shortwave service.

1937 (May 12)—Television projected to motion picture size, 8 x 10 ft., by RCA in demonstration before Institute of Radio Engineers. Engineers R. R. Law and Vladmir K. Zworykin described development.

1937 (June 19)—American Federation of Musicians launches reemployment campaign among broadcasters at annual convention in Louisville, which resulted in formal contracts with stations and networks to become effective Jan. 1, 1938, after some six months of negotiating during which strike was threatened.

1937 (June 27) — Dr. James Rowland Angell, upon retirement as president of Yale, becomes educational counselor of NBC. NAB simultaneously announces its participation in a $250,000 fund, partially endowed by Rockefeller and Carnegie foundations, to advance educational broadcasting.

1937 (July 6)—Senator White (R. Me.) introduces resolution (S. Res-149) for sweeping investigation of radio.

1937 (July 20)—Guglielmo Marconi, pioneer radio inventor and the first man to span the ocean with a radio signal, died of heart attack in his 63rd year.

1937 (July 23)—Anning Smith Prall, 67, chairman of the FCC, died suddenly at his summer home in Boothbay Habor, Me..

1937 (July 30)—American Federation of Radio Artists formed as autonomous union of all radio talent except musicians under AFofL.

1937 (Aug. 17) — Frank R. McNinch, chairman of Federal Power Commission, and T. A. M. Craven, chief engineer of FCC, appointed by President Roosevelt to FCC with instructions to reorganize.

1937 (Sept. 28)—Facsimile tests on regular broadcast frequencies during early-morning hours authorized by FCC in grants to two stations, followed in subsequent weeks to others.

1937 (Oct.)—NBC and RCA order mobile television vans to begin outdoor experiments, preparing for time when television will be expected to cover big outdoor events such as sports, parades, etc. Two vans delivered Dec. 12.

1937 (Oct. 1)—Senator Hugo L. Black, Supreme Court appointee, makes his first public statement following Ku Klux Klan membership revelations over combined networks upon return from Europe. Refuses to be interviewed for newspapers, saying that by radio his statement would not be edited or interpreted.

1937 (Oct. 8) — Pennsylvania Supreme Court rules that performing artists have property right in their recorded performances of musical compositions in sustaining lower court decision in appeal of WDAS, Philadelphia, in case of suit brought by Fred Waring, orchestra leader. Case brought as test two years earlier by National Association of Performing Artists.

1937 (Oct. 13) — Special convention of NAB in New York votes sweeping reorganization, authorizing committee to set up plan for "paid president" with broad powers and other bolstering steps. Committee subsequently drafted such a plan (Dec. 9, 1937) and ordered regular convention in Washington Feb. 14, 1938, to consider it.

1937 (Oct. 13)—Division form of FCC operation abolished on motion of Chairman McNinch, with all seven-men to participate in handling of broadcast, telephone and telegraph matters, effective Nov. 15.

1937 (Oct. 18)—FCC sets aside bands in ultra-high frequencies for television, aural or apex broadcasting and relay broadcasting, above 30,000 kc.

1937 (Dec. 6)—U. S. Court of Appeals for District of Columbia writes radio law in three decisions holding that broadcasting stations are not public utilities; that economic competition should be considered in granting new facilites in given localities, and that FCC should hand down statement for facts and grounds for decision at time of ruling rather than weeks or months later.

1937 (Dec. 13) — Inter-American Radio Conference in Havana, following six-week session, adjourns after drafting treaty for distribution of broadcast channels among North American nations, under plan eliminating Mexican border stations, and providing facilities for United States, Canada, Mexico, Cuba, Newfoundland, Dominican Republic and Haiti.

1938 (Jan. 27)—FCC allocates band of 25 ultra-high frequencies for non-commercial educational broadcasting.

1938 (Feb. 1)—International Telecommunications Conference convenes in Cairo, Egypt, with delegates from 71 countries. Continues until April 8.

1938 (Feb. 14-15)—NAB in convention in Washington orders sweeping reorganization, with board members named on regional basis. Authorizes board to select new paid president. Facsimile demonstrated to delegates, with BROADCASTING publishing first newspaper on record by facsimile.

1938 (Mar. 30)—NAB board drafts Mark Ethridge, general manager of the *Louisville Courier-Journal* and *Times*, as president.

1938 (Apr. 20-23)—National Committee of Independent Broadcasters and international board of American Federation of Musicians work out agreement for increased employment of union musicians.

1938 (Apr. 30)—CBS dedicates new Hollywood radio plant in Columbia Square.

1938 (June 6)—NAB executive committee selects Neville Miller, "flood mayor" of Louisville, as paid president of NAB at $25,000 per year, to assume duties July 1.

1938 (June 6)—Senate adopts Wheeler Resolution expressing it to be sense of that body that more stations with powers in excess of 50,000 watts are against the public interest, as FCC hearings on proposed new rules and regulations get under way. Hearings continue to July 29.

1938 (June 14) — House votes 234-101 against Connery Resolution to investigate alleged monopoly in radio.

1938 (June 15)—U. S. Senate ratifies Havana Treaty; FCC announces frequency allocations under treaty June 23.

1938 (Aug. 10)—Elliott Roosevelt, president of Hearst Radio Inc., organizes Texas State Network, as independent enterprise with 23 stations, scheduled to start operating Sept. 15.

1938 (Sept. 12)—Major networks provide complete coverage of Sudeten crisis, starting with Hitler's Nuremburg address and continuing until Munich Peace Pact is signed. Radio hailed on all hands for remarkable service.

1938 (Sept. 15)—World Broadcasting System starts first major market "wax chain" with 25 affiliates, to be known as World Transcription System.

1938 (Oct. 15)—Federal Council of Churches of Christ in America publishes study titled *Broadcasting and the Public*, espousing freedom of air, condemning censorship and stating "no administrative government agency is wise enough to be entrusted with power to determine what people shall hear."

1938 (Oct. 17)—New studios of NBC opened in Hollywood.

1938 (Oct. 20)—David Sarnoff, president of RCA, announces at meeting of board of Radio Manufacturers Association that RCA would make television public and have sets on market at time of New York World Fair starting April 30, 1939. Transmitters, made available to broadcasters and many RCA patent licensees indicate intention to begin producing sets.

1938 (Oct. 31)—Cuba orders reallocation effective in conformity with Havana Treaty. Mexican Senate on Oct. 26 declined to ratify the treaty. Canada ratifies Nov. 29.

1938 (Dec. 1)—NBC board orders Niles Trammell, Central Division vice-president, to go to New York Jan. 1 as executive vice-president; Alfred H. Morton promoted as of Dec. 1 to vice-president.

1938 (Dec. 17)—CBS purchases American Record Co. and susidiaries, including Columbia Phonograph Co., from which Paley interests originally acquired network.

1939 (Jan.)—President Roosevelt, Senator Wheeler and FCC Chairman Frank R. McNinch agree on proposel to reduce FCC to three members; proposd bill meets opposition and is dropped.

1939 (Feb. 12)—American Federation of Musicians signs two-year talent scale contract with networks; strike is averted.

1939 (Feb. 2)—RCA-NBC end 10-day "road show" of television mobile unit in Washington.

1939 (Mar. 1)—WLW reduces power from 500,000 to 50,000 watts as U. S. Court of Appeals denies appeal for stay order from FCC decision.

1939 (Apr. 5)—Eugene O. Sykes, charter member of old Radio Commission and of FCC, retires to practice law; succeeded by Frederick I. Thompson, of Alabama.

1939 (April)—Congress recognizes radio on par with press, and provides gallery facilities for radio repoters, culminating successfully fights led by Fulton Lewis jr., Mutual commentator.

1939 (Apr. 30)—Television brought out as public service in New York by RCA-NBC, coincident with opening of New York World's Fair. Sets placed on market.

1939 (May 9)—President Roosevelt in first transcribed address under Government auspices described radio as "free as the press" except for such controls as are necessary to prevent complete confusion on the air.

1939 (May 19)—FCC Committee (McNinch, Brown, Walker, Thompson) adjourns Network Monopoly Inquiry which started Nov. 14, 1938.

1939 (May 22)—FCC Television Committee issues Part I of report urging caution and cooperation in dealing with visual medium. Part II proposed allocation plan by size of cities.

1939 (May 23)—FCC issues new rules covering international broadcasting stations; lifts experimental provisions and permits sponsored programs, but lays down rule that programs must "reflect culture of this country" and conduce to "international goodwill." Censorship cry raised by press, members of Congress and organized broadcasters. Rule is subject of hearings July 14, and indefinitely suspended Sept. 27.

1939 (May 26)—Associated Press board of directors lifts ban on use of AP news in sponsored broadcasts under specified rules.

1939 (June)—Yankee Network begins operation of $250,000 frequency modulated (Armstrong) transmission plant atop Mt. Asnebumskit, Mass. Goes on 16-hour-a-day schedule of Yankee Network programs July 24.

1939 (July 10-13)—NAB at annual convention in Atlantic City adopts code of self-regulation; also votes approval of plan to form own music reservoir to combat ASCAP. NAB board orders code effective Oct. 1, 1939.

1939 (July 27)—President Roosevelt names James Lawrence Fly, general counsel of Tennessee Valley Authority, chairman of FCC to succeed Frank R. McNinch, who retired Sept. 1, due to illness.

1939 (Aug. 1)—New FCC rules governing broadcasting become effective; broadcast station licenses extended from six months to one year. New station classifications provided with horizontal increases in power for qualified regional and local stations.

1939 (Aug. 11)—RCA starts assessing license fee to perform its Victor and Bluebird records averaging $167 per month per station. Postpones effective date until Dec. 1. Litigation pending as year ended. Decca withdraws station performing rights but does not announce license plan.

1939 (Aug.-Sept.)—Networks cover war crisis through correspondents in Europe's capitals heard at frequent intervals; first declaration of war ever heard by radio carried on networks as Prime Minister Chamberlain of Great Britain replies to Hitler. Canada's declaration of war leads to censorship of Canadian radio but slight interference with commercial operation.

1939 (Sept 7)—Supreme Court of Pennsylvania reverses Allegheny Court of Common Pleas' decision ordering NBC to pay 15,000 to Summit Hotel Co. for damages claimed as result of ad lib by Al Jolson, comedian; Supreme Court holds broadcaster not liable for remarks ad libbed by artist employed by sponsor.

1939 (Sept)—New program fad begins with Bingo type of rendition in which prizes are awarded listeners. Post Office Department rules such programs as Pot O' Gold and Musico do not violate lottery laws.

1939 (Sept. 15)—NAB special convention in Chicago approves $1,500,000 fund made up of 50% of station payments to ASCAP in 1937, to set up Broadcast Music, Inc., stock to be owned by stations and networks.

1939 (Oct 1)—Fr. Charles E. Coughlin, Detroit priest, barred from buying time under industry self-regulation code. Nationwide censorship issue is precipitated with several stations resigning from NAB.

1939 (Nov)—Formation of Transcontinental Broadcasting System, a new nationwide network, announced by Elliott Roosevelt, to begin Jan. 1, 1940. About 100 stations listed, with principal business on package basis placed by Blackett-Sample-Hummert Inc., Chicago agency. Jan. 1 inaugural deferred for one month after B-H-S withdraws Dec. 30.

1939 (Nov.)—International broadcast stations announce initial sales of sponsored program earmarked for South American audiences. NBC gets United Fruit Co. as first sponsor.

1939 (Dec. 12)—Gov. James M. Cox, 1920 Democratic presidential nominee and owner of WHIO, Daytona, and WIOD, Miami, acquires WSB, Atlanta 50,000 watter, along with its parent, *Atlanta Journal*, for record price of $2,500,000.

1939 (Dec. 17)—Eyewitness account of scuttling of German battleship *Graf Spee* broadcast over NBC from Montevideo, Uruguay, by James Bowen.

1939 (Dec. 29)—Mexican Congress ratifies Havana Treaty, paving way for placing in effect North American Broadcasting Agreement during 1940.

Music Licensing Groups Dealing With Broadcasters

AMERICAN SOCIETY OF COMPOSERS, AUTHORS & PUBLISHERS — RCA Bldg., New York City. Telephone: Columbus 5-7464. Officers: Gene Buck, president; Louis Bernstein and Otto A. Harbach, vice-presidents; George W. Meyer, secretary; Gustave Schirmer, treasurer; J. J. Bregman, assistant secretary; Irving Caesar, assistant treasurer; John G. Paine, general manager; Schwartz & Froelich, general counsel. Administrative Committee: E. C. Mills, chairman; Gene Buck, Louis Bernstein, Irving Caesar, Walter S. Fischer. Board of Directors: Fred E. Ahlert, Louis Bernstein, J. J. Bregman, Saul Bornstein, Gene Buck, Irving Caesar, J. J. Robbins, J. J. O'Connor, Max Dreyfus, George Fischer, Walter Fischer, Otto A. Harbach, Raymond Hubbell, Jerome Kern, Edgar Leslie, Geo. W. Meyer, Jack Mills, Oscar Hammerstein II., Herman Starr, Gustave Schirmer, Oley Speaks, Deems Taylor, Will Von Tilzer.

ASOCIATED MUSIC PUBLISHERS Inc.—25 West 45th St., New York City. Telephone: Bryant 9-0847. President: M. E. Tompkins. Manager of Music Division: E. R. Voigt.

CANADIAN PERFORMING RIGHTS SOCIETY — Royal Bank Bldg., Toronto, Ont. Telephone: Elgin 9219. President: H. T. Jamieson.

MUSIC PUBLISHERS PROTECTIVE ASSOCIATION Inc. — 45 Rockefeller Plaza, New York City. Telephone: Circle 6-3084. Officials: Harry Fox, general manager, agent and trustee; Walter G. Douglas, chairman of board.

NATIONAL ASSOCIATION OF PERFORMING ARTISTS — 630 Fifth Ave., New York. Telephone: Circle 7-8194. Officials: James J. Walker, president; Fred Waring, vice-president and chairman of board; Josef Hofmann, honorary president; Meyer Davis, Paul Whiteman and Al Jolson, vice-presidents; Frank Crumit secretary; Don Voorhees, treasurer; Maurice J. Speiser, general counsel.

G. RICORDI & Co., Milan, Italy—U. S. Representative: Dr. Renato Tasselli, 12 West 45th St., New York City. Telephone: Murray Hill 2-0300.

SOCIETY OF EUROPEAN STAGE AUTHORS & COMPOSERS (SESAC)—113 West 42nd St., New York City. Telephone: Bryant 9-3223. President: Paul Heinecke.

SOCIETY OF JEWISH COMPOSERS, PUBLISHERS & SONG WRITERS—152 W. 42nd St., New York City. Telephone: Longacre 5-9124. Officials: Sholom Secunda, president; Pinchus Jassinowsky, vice-president; Alexander Olshanetsky, treasurer; Henry Lefkowitch, secretary; Salom J. Perlmutter, manager; A. Edward Moskowitz, counsel.

PAUL F. GODLEY
Consulting Radio Engineer
Phone: Montclair (N. J.) 2-7859

The Communications Act of 1934

(Provisions Relating to Broadcasting and Allied Services, With Sections Dealing Exclusively With Public Utility Common Carriers Omitted)

Passed by 73rd Congress; Approved June 19, 1934; With Amendments

TITLE I—GENERAL PROVISIONS

PURPOSES OF ACT; CREATION OF FEDERAL COMMUNICATIONS COMMISSION

SECTION 1. For the purpose of regulating interstate and foreign commerce in communication by wire and radio so as to make available, so far as possible, to all people of the United States a rapid, efficient, Nation-wide, and world-wide wire and radio communication service with adequate facilities at reasonable charges, for the purpose of the national defense, for the purpose of promoting safety of life and property through the use of wire and radio communication, and for the purpose of securing a more effective execution of this policy by centralizing authority heretofore granted by law to several agencies and by granting additional authority with respect to interstate and foreign commerce in wire and radio communication, there is hereby created a commission to be known as the "Federal Communications Commission," which shall be constituted as hereinafter provided, and which shall execute and enforce the provisions of this Act.[1]

APPLICATION OF ACT

SEC. 2. (a) The provisions of this Act shall apply to all interstate and foreign communication by wire or radio and all interstate and foreign transmission of energy by radio, which originate and/or is received within the United States, and to all persons engaged within the United States in such communication or such transmission of energy by radio, and to the licensing and regulating of all radio stations as hereinafter provided; but it shall not apply to persons engaged in wire or radio communication or transmission in the Philippine Islands or the Canal Zone, or to wire or radio communication or transmission wholly within the Philippine Islands or the Canal Zone.

(b) Subject to the provisions of section 301, nothing in this Act shall be construed to apply or to give the Commission jurisdiction with respect to (1) charges, classifications, practices, services, facilities, or regulations for or in connection with intrastate communication service of any carrier, or (2) any carrier engaged in interstate or foreign communication solely through physical connection with the facilities of another carrier not directly or indirectly controlling or controlled by, or under direct or indirect common control with, such carrier; except that sections 201 to 205 of this Act, both inclusive, shall, except as otherwise provided therein, apply to carriers described in clause (2).

DEFINITIONS

SEC. 3. For the purposes of this Act, unless the context otherwise requires—

(a) "Wire communication" or "communication by wire" means the transmission of writing, signs, signals, pictures, and sounds of all kinds by aid of wire, cable, or other like connection between the points of origin and reception of such transmission, including all instrumentalities, facilities, apparatus, and services (among other things, the receipt, forwarding, and delivery of communications) incidental to such transmission.

(b) "Radio communication" or "communication by radio" means the transmission by radio of writing, signs, signals, pictures, and sounds of all kinds, including all instrumentalities, facilities, apparatus, and services (among other things, the receipt, forwarding, and delivery of communications) incidental to such transmission.

(c) "Licensee" means the holder of a radio station license granted or continued in force under authority of this Act.

(d) "Transmission of energy by radio" or "radio transmission of energy" includes both such transmission and all instrumentalities, facilities, and services incidental to such transmission.

(e) "Interstate communication" or "interstate transmission" means communication or transmission (1) from any State, Territory, or possession of the United States (other than the Philippine Islands and the Canal Zone), or the District of Columbia, to any other State, Territory, or possession of the United States (other than the Philippine Islands and the Canal Zone), or the District of Columbia, (2) from or to the United States to or from the Philippine Islands or the Canal Zone, insofar as such communication or transmission takes place within the United States, or (3) between points within the United States but through a foreign country; but shall not include wire communication between points within the same State, Territory, or possession of the United States, or the District of Columbia, through any place outside thereof, if such communication is regulated by a State commission.

(f) "Foreign communication" or "foreign transmission" means communication or transmission from or to any place in the United States to or from a foreign country, or between a station in the United States and a mobile station located outside the United States.

(g) "United States" means the several States and Territories, the District of Columbia, and the possessions of the United States, but does not include the Philippine Islands or the Canal Zone.

(h) "Common carrier" or "carrier" means any person engaged as a common carrier for hire, in interstate or foreign communication by wire or radio or in interstate or foreign radio transmission of energy, except where reference is made to common carriers not subject to this Act; but a person engaged in radio broadcasting shall not, insofar as such person is so engaged, be deemed a common carrier.

(i) "Person" includes an individual, partnership, association, joint-stock company, trust, or corporation.

(j) "Corporation" includes any corporation, joint-stock company, or association.

(k) "Radio station" or "station" means a station equipped to engage in radio communication or radio transmission of energy.

(l) "Mobile station" means a radio-communication station capable of being moved and which ordinarily does move.

(m) "Land station" means a station, other than a mobile station, used for radio communication with mobile stations.

(n) "Mobile service" means the radio-communication service carried on between mobile stations and land stations, and by mobile stations communicating among themselves.

(o) "Broadcasting" means the dissemination of radio communications intended to be received by the public, directly or by the intermediary of relay stations.

(p) "Chain broadcasting" means simultaneous broadcasting of an identical program by two or more connected stations.

(q) "Amateur station" means a radio station operated by a duly authorized person interested in radio technique solely with a personal aim and without pecuniary interest.

(r) "Telephone exchange service" means service within a telephone exchange, or within a connected system of telephone exchanges within the same exchange area operated to furnish to subscribers intercommunicating service of the character ordinarily furnished by a single exchange, and which is covered by the exchange service charge.

(s) "Telephone toll service" means telephone service between stations in different exchange areas for which there is made a separate charge not included in contracts with subscribers for exchange service.

(t) "State commission" means the commission, board, or official (by whatever name designated) which under the laws of any State has regulatory jurisdiction with respect to intrastate operations of carriers.

(u) "Connecting carrier" means a carrier described in clause (2) of section 2 (b).

(v) "State" includes the District of Columbia and the Territories and possessions.

PROVISIONS RELATING TO THE COMMISSION

SEC. 4. (a) The Federal Communications Commission (in this Act referred to as the "Commission") shall be composed of seven commissioners appointed by the President, by and with the advice and consent of the Senate, one of whom the President shall designate as chairman.

(b) Each member of the Commission shall be a citizen of the United States. No member of the Commission or person in its employ shall be financially interested in the manufacture or sale of radio apparatus or of apparatus for wire or radio communication; in communication by wire or radio or in radio transmission of energy; in any company furnishing services or such apparatus to any company engaged in communication by wire or radio or to any company manufacturing or selling apparatus used for communication by wire or radio; or in any company owning stocks, bonds, or other securities of any such company; nor be in the employ of or hold any official relation to any person subject to any of the provisions of this Act, nor own stocks, bonds, or other securities of any corporation subject to any of the provisions of this Act. Such commissioners shall not engage in any other business, vocation, or employment. Not more than four commissioners shall be members of the same political party.

(c) The commissioners first appointed under this Act shall continue in office for the terms of one, two, three, four, five, six, and seven years, respectively, from the date of the taking effect of this Act, the term of each to be designated by the President, but their successors shall be appointed for terms of seven years; except that any person chosen to fill a vacancy shall be appointed only for the unexpired term of the commissioner whom he succeeds. No vacancy in the Commission shall impair the right of the remaining commissioners to exercise all the powers of the Commission.

(d) Each commissioner shall receive an annual salary of $10,000, payable in monthly installments.

(e) The principal office of the Commission shall be in the District of Columbia, where its general sessions shall be held; but whenever the convenience of the public or of the parties may be promoted or delay or expense prevented thereby, the Commission may hold special sessions in any part of the United States.

(f) Without regard to the civil-service laws or the Classification Act of 1923, as amended, (1) the Commission may appoint and prescribe the duties and fix the salaries of a secretary, a director for each division, a chief engineer and not more than three assistants, a chief accountant and not more than three assistants,[2] a general counsel and not more than three assistants, and temporary counsel designated by the Commission for the performance of special services, and (2) each commissioner may appoint and prescribe the duties of a secretary at an annual salary not to exceed $4,000. The general counsel and the chief engineer and the chief accountant [2] shall each receive an annual salary of not to exceed $9,000; the secretary shall receive an annual salary of not to exceed $7,500; the director of each division shall receive an annual salary of not to exceed $7,500; and no assistant shall receive an annual salary in excess of $7,500. The Commission shall have authority, subject to the

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[1] *The provision relating to safety of life and property were added by "An Act to amend the Communications Act of 1934, approved June 19, 1934, for the purpose of promoting safety of life and property at sea through the use of wire and radio communications, to make more effective the International Convention for the Safety of Life at Sea, 1929, and for other purposes." Public—No. 97—75th Congress, 1st Session, approved May 20, 1937.*

The Communications Act of 1934

(Provisions Relating to Broadcasting and Allied Services, With Sections Dealing Exclusively With Public Utility Common Carriers Omitted)

Passed by 73rd Congress; Approved June 19, 1934; With Amendments

provisions of the civil-service laws and the Classification Act of 1923, as amended, to appoint such other officers, engineers, accountants,[2] inspectors, attorneys, examiners, and other employees as are necessary in the execution of its functions.

(g) The Commission may make such expenditures (including expenditures for rent and personal services at the seat of government and elsewhere, for office supplies, law books, periodicals, and books of reference, and for printing and binding) as may be necessary for the execution of the functions vested in the Commission and as from time to time may be appropriated for by Congress. All expenditures of the Commission, including all necessary expenses for transportation incurred by the commissioners or by their employes, under their orders, in making any investigation or upon any official business in any other places than in the city of Washington, shall be allowed and paid on the presentation of itemized vouchers therefor approved by the chairman of the Commission or by such other member or officer thereof as may be designated by the Commission for that purpose.

(h) Four members of the Commission shall constitute a quorum thereof. The Commission shall have an official seal which shall be judicially noticed.

(i) The Commission may perform any and all acts, make such rules and regulations, and issue such orders, not inconsistent with this Act, as may be necessary in the execution of its functions.

(j) The Commission may conduct its proceedings in such manner as will best conduce to the proper dispatch of business and to the ends of justice. No commissioner shall participate in any hearing or proceeding in which he has a pecuniary interest. Any party may appear before the Commission and be heard in person or by attorney. Every vote and official act of the Commission shall be entered of record, and its proceedings shall be public upon the request of any party interested. The Commission is authorized to withhold publication of records or proceedings containing secret information affecting the national defense.

(k) The Commission shall make an annual report to Congress, copies of which shall be distributed as are other reports transmitted to Congress. Such report shall contain such information and data collected by the Commission as may be considered of value in the determination of questions connected with the regulation of interstate and foreign wire and radio communication and radio transmission of energy, together with such recommendations as to additional legislation relating thereto as the Commission may deem necessary. *Provided*, That the Commission shall make a special report not later than February 1, 1935, recommending such amendments to this Act as it deems desirable in the public interest: *Provided further*, That each year, at the beginning of the session of the Congress, the Commission shall report to the Congress whether or not any new wire or radio communication legislation is required better to insure safety of life and property. If any such new legislation is considered necessary the Commission shall make specific recommendations thereof to the Congress.[3]

(l) All reports of investigations made by the Commission shall be entered of record, and a copy thereof shall be furnished to the party who may have complained, and to any common carrier or licensee that may have been complained of.

(m) The Commission shall provide for the publication of its reports and decisions in such form and manner as may be best adapted for public information and use, and such authorized publications shall be competent evidence of the reports and decisions of the Commission therein contained in all courts of the United States and of the several States without any further proof or authentication thereof.

(n) Rates of compensation of persons appointed under this section shall be subject to the reduction applicable to officers and employes of the Federal Government generally.

(o) [4]For the purpose of obtaining maximum effectiveness from the use of radio and wire communications in connection with safety of life and property, the Commission shall investigate and study all phases of the problem and the best methods of obtaining the cooperation and coordination of these systems.

DIVISIONS OF THE COMMISSION

Sec. 5. (a) The Commission is hereby authorized by its order to divide the members thereof into not more than three divisions, each to consist of not less than three members. Any commissioner may be assigned to and may serve upon such division or divisions as the Commission may direct, and each division shall choose its own chairman. In case of a vacancy in any division, or of absence or inability to serve thereon of any commissioner thereto assigned, the chairman of the Commission or any commissioner designated by him for that purpose may temporarily serve on said division until the Commission shall otherwise order.

(b) The Commission may by order direct that any of its work, business, or functions arising under this Act, or under any other Act of Congress, or in respect of any matter which has been or may be referred to the Commission by Congress or by either branch thereof, be assigned or referred to any of said divisions for action thereon, and may by order at any time amend, modify, supplement, or rescind any such direction. All such orders shall take effect forthwith and remain in effect until otherwise ordered by the Commission.

(c) In conformity with and subject to the order or orders of the Commission in the premises, each division so constituted shall have power and authority by a majority thereof to hear and determine, order, certify, report, or otherwise act as to any of said work, business, or functions so assigned or referred to it for action by the Commission, and in respect thereof the division shall have all the jurisdiction and powers now or then conferred by law upon the Commission, and be subject to the same duties and obligations. Any order, decision, or report made or other action taken by any of said divisions in respect of any matters so assigned or referred to it shall have the same force and effect, and may be made, evidenced, and enforced in the same manner as if made, or taken by the Commission, subject to rehearing by the Commission as provided in section 405 of this Act for rehearing cases decided by the Commission. The secretary and seal of the Commission shall be the secretary and seal of each division thereof.

(d) Nothing in this section contained, or done pursuant thereto, shall be deemed to divest the Commission of any of its powers.

(e) The Commission is hereby authorized by its order to assign or refer any portion of its work, business, or functions arising under this or any other Act of Congress or referred to it by Congress, or either branch thereof, to an individual commissioner, or to a board composed of an employe or employes of the Commission, to be designated by such order, for action thereon, and by its order at any time to amend, modify, supplement, or rescind any such assignment or reference: *Provided, however*, That this authority shall not extend to investigations instituted upon the Commission's own motion or, without the consent of the parties thereto, to contested proceedings involving the taking of testimony at public hearings, or to investigations specifically required by this Act. All such orders shall take effect forthwith and remain in effect until otherwise ordered by the Commission. In case of the absence or inability for any other reason to act of any such individual commissioner or employe designated to serve upon any such board, the chairman of the Commission may designate another commissioner or employe, as the case may be, to serve temporarily until the Commission shall otherwise order. In conformity with and subject to the order or orders of the Commission in the premises, any such individual commissioner, or board acting by a majority thereof, shall have power and authority to hear and determine, order, certify, report, or otherwise act as to any of said work, business, or functions so assigned or referred to him or it for action by the Commission and in respect thereof shall have all the jurisdiction and powers now or then conferred by law upon the Commission and be subject to the same duties and obligations. Any order, decision, or report made or other action taken by any such individual commissioner or board in respect of any matters so assigned or referred shall have the same force and effect, and may be made, evidenced, and enforced in the same manner as if made or taken by the Commission. Any party affected by any order, decision, or report of any such individual commissioner or board may file a petition for rehearing by the Commission or a division thereof and every such petition shall be passed upon by the Commission or a division thereof. Any action by a division upon such a petition shall itself be subject to rehearing by the Commission, as provided in section 405 of this Act and in subsection (c). The Commission may make and amend rules for the conduct of proceedings before such individual commissioner or board and for the rehearing of such action before a division of the Commission or the Commission. The secretary and seal of the Commission shall be the secretary and seal of such individual commissioner or board.

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TITLE III—PROVISIONS RELATING TO RADIO
PART I—GENERAL PROVISIONS

LICENSE FOR RADIO COMMUNICATION OR TRANSMISSION OF ENERGY

Section 301. It is the purpose of this Act, among other things, to maintain the control of the United States over all the channels of interstate and foreign radio transmission; and to provide for the use of such channels, but not the ownership thereof, by persons for limited periods of time, under licenses granted by Federal authority, and no such license shall be considered to create any right, beyond the terms, conditions, and periods of the license. No person shall use or operate any apparatus for the transmission of energy or communications or signals by radio (a) from one place in any Territory or possession of the United States or in the District of Columbia to another place in the same Territory, possession, or District; or (b) from any State, Territory, or possession of the United States, or from the District of Columbia to any other State, Territory, or possession of the United States; or (c) from any place in any State, Territory, or possession of the United States, or in the District of Columbia, to any place in any foreign country or to any vessel; or (d) within any State when the effects of such use extend beyond the borders of said State, or when interference is caused by such use or operation with the transmission of such energy, communications, or signals from within said State to any place beyond its borders, or from any place beyond its borders to any place within said State, or with the transmission or reception of such energy, communications, or signals from and/or to places beyond the borders of said State; or (e) upon any vessel or aircraft of the United States; or (f) upon any other mobile stations within the jurisdiction of the United States, except under and in accordance with this Act and with a license in that behalf granted under the provisions of this Act.

ZONES[5]

GENERAL POWERS OF COMMISSION

Sec. 303. Except as otherwise provided in this Act, the Commission from time to time, as public convenience, interest, or necessity requires, shall—

(a) Classify radio stations;

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[2] *The provisions relating to accountants were added by "An Act to amend paragraph (f) of Sec. 4 of the Communications Act of 1934." Public, No. 423, 74th Congress, approved, Jan. 22, 1936.*

[3] *The second proviso was added by Public—No. 97—75th Congress, 1st Session, approved May 20, 1937.*

[4] *Subsection (o) of section 4 was added by "An Act to amend the Communications Act of 1934", Public—No. 97—75th Congress, approved May 20, 1937.*

[5] *Sec. 302 was repealed by "AN ACT relating to the allocation of radio facilities." Public—No. 652—74th Congress, approved, June 5, 1936. The text of Sec. 302 was as follows:*

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(b) Prescribe the nature of the service to be rendered by each class of licensed stations and each station within any class;

(c) Assign bands of frequencies to the various classes of stations, and assign frequencies for each individual station and determine the power which each station shall use and the time during which it may operate;

(d) Determine the location of classes of stations or individual stations;

(e) Regulate the kind of apparatus to be used with respect to its external effects and the purity and sharpness of the emissions from each station and from the apparatus therein;

(f) Make such regulations not inconsistent with law as it may deem necessary to prevent interference between stations and to carry out the provisions of this Act: *Provided, however,* That changes in the frequencies, authorized power, or in the time of operation of any station, shall not be made without the consent of the station licensee unless, after a public hearing, the Commission shall determine that such changes will promote public convenience or interest or will serve public necessity, or the provisions of this Act will be more fully complied with;

(g) Study new uses for radio, provide for experimental uses of frequencies, and generally encourage the larger and more effective use of radio in the public interest;

(h) Have authority to establish areas or zones to be served by any station;

(i) Have authority to make special regulations applicable to radio stations engaged in chain broadcasting;

(j) Have authority to make general rules and regulations requiring stations to keep such records of programs, transmissions of energy, communications, or signals as it may deem desirable;

(k) Have authority to exclude from the requirements of any regulations in whole or in part any radio station upon railroad rolling stock, or to modify such regulations in its discretion;

(l) Have authority to prescribe the qualifications of station operators, to classify them according to the duties to be performed, to fix the forms of such licenses, and to issue them to such citizens of the United States as the Commission finds qualified;

(m) (1) Have authority to suspend the license of any operator upon proof sufficient to satisfy the Commission that the licensee—

(A) has violated any provision of any Act, treaty, or convention binding on the United States, which the Commission is authorized to administer, or any regulation made by the Commission under any such Act, treaty, or convention; or

(B) has failed to carry out a lawful order of the master or person lawfully in charge of the ship or aircraft on which he is employed; or

(C) has willfully damaged or permitted radio apparatus or installations to be damaged; or

(D) has transmitted superfluous radio communications or signals or communications containing profane or obscene words, language, or meaning, or has knowingly transmitted—

(1) false or deceptive signals or communications, or

(2) a call signal or letter which has not been assigned by proper authority to the station he is operating; or

(E) has willfully or maliciously interfered with any other radio communications or signals; or

(F) has obtained or attempted to obtain, or has assisted another to obtain or attempt to obtain, an operator's license by fraudulent means.

(2) No order of suspension of any operator's license shall take effect until fifteen days' notice in writing thereof, stating the cause for the proposed suspension, has been given to the operator licensee who may make written application to the Commission at any time within said fifteen days for a hearing upon such order. The notice to the operator licensee shall not be effective until actually received by him, and from that time he shall have fifteen days in which to mail the said application. In the event that physical conditions prevent mailing of the application at the expiration of the fifteen-day period, the application shall then be mailed as soon as possible thereafter, accompanied by a satisfactory explanation of the delay. Upon receipt by the Commission of such application for hearing, said order of suspension shall be held in abeyance until the conclusion of the hearing which shall be conducted under such rules as the Commission may prescribe. Upon the conclusion of said hearing the Commission may affirm, modify, or revoke said order of suspension.[6]

(n) Have authority to inspect all radio installations associated with stations required to be licensed by any Act or which are subject to the provisions of any Act, treaty, or convention binding on the United States, to ascertain whether in construction, installation, and operation they conform to the requirements of the rules and regulations of the Commission, the provisions of any Act, the terms of any treaty or convention binding on the United States, and the conditions of the license or other instrument of authorization under which they are constructed, installed, or operated.[6]

Sec. 302.* *(a) For the purposes of this title the United States is divided into five zones, as follows: The first zone shall embrace the States of Maine, New Hampshire, Vermont, Massachusetts, Connecticut, Rhode Island, New York, New Jersey, Delaware, Maryland, and the District of Columbia; the second zone shall embrace the States of Pennsylvania, Virginia, West Virginia, Ohio, Michigan, and Kentucky; the third zone shall embrace the States of North Carolina, South Carolina, Georgia, Florida, Alabama, Tennessee, Mississippi, Arkansas, Louisiana, Texas, and Oklahoma; the fourth zone shall embrace the States of Indiana, Illinois, Wisconsin, Minnesota, North Dakota, South Dakota, Iowa, Nebraska, Kansas, and Missouri; and the fifth zone shall embrace the States of Montana, Idaho, Wyoming, Colorado, New Mexico, Arizona, Utah, Nevada, Washington, Oregon, and California.

(b) The Virgin Islands, Puerto Rico, Alaska, Guam, American Samoa, and the Territory of Hawaii are expressly excluded from the zones herein established.

(o) [4] Have authority to designate call letters of all stations;

(p) Have authority to cause to be published such call letters and such other announcements and data as in the judgment of the Commission may be required for the efficient operation of radio stations subject to the jurisdiction of the United States and for the proper enforcement of this Act;

(q) Have authority to require the painting and/or illumination of radio towers if and when in its judgment such towers constitute, or there is a reasonable possibility that they may constitute, a menace to air navigation.

(r) Make such rules and regulations and prescribe such restrictions and conditions, not inconsistent with law, as may be necessary to carry out the provisions of this Act, or any international radio or wire communications treaty or convention, or regulations annexed thereto, including any treaty or convention insofar as it relates to the use of radio, to which the United States is or may hereafter become a party.[6]

WAIVER BY LICENSEE

SEC. 304. No station license shall be granted by the Commission until the applicant therefor shall have signed a waiver of any claim to the use of any particular frequency or of the ether as against the regulatory power of the United States because of the previous use of the same, whether by license or otherwise.

GOVERNMENT-OWNED STATIONS

SEC. 305. (a) Radio stations belonging to and operated by the United States shall not be subject to the provisions of sections 301 and 303 of this Act. All such Government stations shall use such frequencies as shall be assigned to each or to each class by the President. All such stations, except stations on board naval and other Government vessels while at sea or beyond the limits of the continental United States, when transmitting any radio communication or signal other than a communication or signal relating to Government business, shall conform to such rules and regulations designated to prevent interference with other radio stations and the rights of others as the Commission may prescribe.

(b) Radio stations on board vessels of the United States Shipping Board Bureau or the United States Shipping Board Merchant Fleet Corporation or the Inland and Coastwise Waterways Service shall be subject to the provisions of this title.

(c) All stations owned and operated by the United States, except mobile stations of the Army of the United States, and all other stations on land and sea, shall have special call letters designated by the Commission.

FOREIGN SHIPS

SEC. 306. Section 301 of this Act shall not apply to any person sending radio communications or signals on a foreign ship while the same is within the jurisdiction of the United States, but such communications or signals shall be transmitted only in accordance with such regulations designed to prevent interference as may be promulgated under the authority of this Act.

ALLOCATION OF FACILITIES; TERMS OF LICENSES

SEC. 307. (a) The Commission, if public convenience, interest, or necessity will be served thereby, subject to the limitations of this Act, shall grant to any applicant therefor a station license provided for by this Act.

(b) In considering applications for licenses, and modifications and renewals thereof, when and insofar as there is demand for the same the Commission shall make such distribution of licenses, frequencies, hours of operation, and of power among the several States and communities as to provide a fair, efficient, and equitable distribution of radio service to each of the same.[7]

(c) The Commission shall study the proposal that Congress by statute allocate fixed percentages of radio broadcasting facilities to particular types or kinds of non-profit radio programs or to persons identified with particular types or kinds of non-profit activities, and shall report to Congress, not later than February 1, 1935, its recommendations together with the reasons for the same.

(d) No license granted for the operation of a broadcasting station shall be for a longer term than three years and no license so granted for any other class of station shall be for a longer term than five years, and any license granted may be revoked as hereinafter provided. Upon the expiration of any license, upon application therefor, a renewal of such license may be granted from time to time for a term of not to exceed three years in the case of broadcasting licenses and not to exceed five years in the case of other licenses, but action of the Commission with reference to the granting of such application for the renewal of a license shall be limited to and governed by the same considerations and practice which affect the granting of original applications.

(e) No renewal of an existing station license shall be granted more than thirty days prior to the expiration of the original license.

APPLICATIONS FOR LICENSES; CONDITIONS IN LICENSE FOR FOREIGN COMMUNICATION

SEC. 308. (a) The Commission may grant licenses, renewal of licenses, and modification of licenses only upon written application therefor received by it: *Provided, however,* That in cases of emergency found by the Commission, **licenses, renewals of licenses, and modifications of licenses, for stations on vessels or aircraft of the United States, may be issued under such conditions as the Commission may impose, without such formal application. Such licenses, however, shall in no case be for a longer term than three months: *Provided further,* That the Commission may issue by cable, telegraph, or radio a permit for the operation of a station on a vessel of the United States at sea, effective in lieu of a license until said vessel shall return to a port of the continental United States.**

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[6] *Subsections (m) and (n) of section 303 were amended and subsection (r) of section 303 was added by Public—No. 97—75th Congress, 1st Session, approved May 20, 1937.*

[7] *Subsection (b) of section 307 was amended by Public—No. 652—74th Congress, approved June 5, 1936.*

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(b) All such applications shall set forth such facts as the Commission by regulation may prescribe as to the citizenship, character and financial, technical, and other qualifications of the applicant to operate the station; the ownership and location of the proposed station and of the stations, if any, with which it is proposed to communicate; the frequencies and the power desired to be used; the hours of the day or other periods of time during which it is proposed to operate the station; the purposes for which the station is to be used; and such other information as it may require. The Commission, at any time after the filing of such original application and during the term of any such license, may require from an applicant or licensee further written statements of fact to enable it to determine whether such original application should be granted or denied or such license revoked. Such application and/or such statement of fact shall be signed by the applicant and/or licensee under oath or affirmation.

(c) The Commission in granting any license for a station intended or used for commercial communication between the United States or any Territory or possession, continental or insular, subject to the jurisdiction of the United States, and any foreign country, may impose any terms, conditions, or restrictions authorized to be imposed with respect to submarine-cable licenses by section 2 of an Act entitled "An Act relating to the landing and the operation of submarine cables in the United States," approved May 24, 1921.

HEARINGS ON APPLICATIONS FOR LICENSES; FORM OF LICENSES; CONDITIONS ATTACHED TO LICENSES

SEC. 309. (a) If upon examination of any application for a station license or for the renewal or modification of a station license the Commission shall determine that public interest, convenience, or necessity would be served by the granting thereof, it shall authorize the issuance, renewal, or modification thereof in accordance with said finding. In the event the Commission upon examination of any such application does not reach such decision with respect thereto, it shall notify the applicant thereof, shall fix and give notice of a time and place for hearing thereon, and shall afford such applicant an opportunity to be heard under such rules and regulations as it may prescribe.

(b) Such station licenses as the Commission may grant shall be in such general form as it may prescribe, but each license shall contain, in addition to other provisions, a statement of the following conditions to which such license shall be subject:

(1) The station license shall not vest in the licensee any right to operate the station nor any right in the use of the frequencies designated in the license beyond the term thereof nor in any other manner than authorized therein.

(2) Neither the license nor the right granted thereunder shall be assigned or otherwise transferred in violation of this Act.

(3) Every license issued under this Act shall be subject in terms to the right of use or control conferred by section 606 hereof.

LIMITATION ON HOLDING AND TRANSFER OF LICENSES

SEC. 310. (a) The station license required hereby shall not be granted to or held by—

(1) Any alien or the representative of any alien;

(2) Any foreign government or the representative thereof;

(3) Any corporation organized under the laws of any foreign government;

(4) Any corporation of which any officer or director is an alien or of which more than one-fifth of the capital stock is owned of record or voted by aliens or their representatives or by a foreign government or representative thereof, or by any corporation organized under the laws of a foreign country;

(5) Any corporation directly or indirectly controlled by any other corporation of which any officer or more than one-fourth of the directors are aliens, or of which more than one-fourth of the capital stock is owned of record or voted, after June 1, 1935, by aliens, their representatives, or by a foreign government or representative thereof, or by any corporation organized under the laws of a foreign country, if the Commission finds that the public interest will be served by the refusal or the revocation of such license.

Nothing in this subsection shall prevent the licensing of radio apparatus on board any vessel, aircraft, or other mobile station of the United States when the installation and use of such apparatus is required by Act of Congress or any treaty to which the United States is a party.

(b) The station license required hereby, the frequencies authorized to be used by the licensee, and the rights therein granted shall not be transferred, assigned, or in any manner either voluntarily or involuntarily disposed of, or indirectly by transfer of control of any corporation holding such license, to any person, unless the Commission shall, after securing full information, decide that said transfer is in the public interest, and shall give its consent in writing.

REFUSAL OF LICENSES AND PERMITS IN CERTAIN CASES

SEC. 311. The Commission is hereby directed to refuse a station license and/or the permit hereinafter required for the construction of a station to any person (or to any person directly or indirectly controlled by such person) whose license has been revoked by a court under section 313, and is hereby authorized to refuse such station license and/or permit to any other person (or to any person directly or indirectly controlled by such person) which has been finally adjudged guilty by a Federal court of unlawfully monopolizing or attempting unlawfully to monopolize, radio communication, directly or indirectly, through the control of the manufacture or sale of radio apparatus, through exclusive traffic arrangements, or by any other means, or to have been using unfair methods of competition. The granting of a license shall not stop the United States or any person aggrieved from proceeding against such person for violating the law against unfair methods of competition or for a violation of the law against unlawful restraints and monopolies and/or combinations, contracts, or agreements in restraint of trade, or from instituting proceedings for the dissolution of such corporation.

REVOCATION OF LICENSES

SEC. 312. (a) Any station license may be revoked for false statements either in the application or in the statement of fact which may be required by section 308 hereof, or because of conditions revealed by such statements of fact as may be required from time to time which would warrant the Commission in refusing to grant a license on an original application, or for failure to operate substantially as set forth in the license, or for violation of or failure to observe any of the restrictions and conditions of this Act or of any regulation of the Commission authorized by this Act or by a treaty ratified by the United States: *Provided, however,* That no such order of revocation shall take effect until fifteen days' notice in writing thereof, stating the cause for the proposed revocation, has been given to the licensee. Such licensee may make written application to the Commission at any time within said fifteen days for a hearing upon such order, and upon the filing of such written application said order of revocation shall stand suspended until the conclusion of the hearing conducted under such rules as the Commission may prescribe. Upon the conclusion of said hearing the Commission may affirm, modify, or revoke said order of revocation.

(b) Any station license hereafter granted under the provisions of this Act or the construction permit required hereby and hereafter issued, may be modified by the Commission either for a limited time or for the duration of the term thereof, if in the judgment of the Commission such action will promote the public interest, convenience, and necessity, or the provisions of this Act or of any treaty ratified by the United States will be more fully complied with: *Provided, however,* That no such order of modification shall become final until the holder of such outstanding license or permit shall have been notified in writing of the proposed action and the grounds or reasons therefor and shall have been given reasonable opportunity to show cause why such an order of modification should not issue.

APPLICATION OF ANTITRUST LAWS

SEC. 313. All laws of the United States relating to unlawful restraints and monopolies and to combinations, contracts, or agreements in restraint of trade are hereby declared to be applicable to the manufacture and sale of and to trade in radio apparatus and devices entering into or affecting interstate or foreign commerce and to interstate or foreign radio communications. Whenever in any suit, action, or proceeding, civil or criminal, brought under the provisions of any said laws or in any proceedings brought to enforce or to review findings and orders of the Federal Trade Commission or other governmental agency in respect of any matters as to which said Commission or other governmental agency is by law authorized to act, any licensee shall be found guilty of the violation of the provisions of such laws or any of them, the court, in addition to the penalties imposed by said laws, may adjudge, order, and/or decree that the license of such licensee shall, as of the date the decree or judgment becomes finally effective or as of such date as the said decree shall fix, be revoked and that all rights under such license shall thereupon cease: *Provided, however,* That such licensee shall have the same right of appeal or review as is provided by law in respect of other decrees and judgments of said court.

PRESERVATION OF COMPETITION IN COMMERCE

SEC. 314. After the effective date of this Act no person engaged directly, or indirectly through any person directly or indirectly controlling or controlled by, or under direct or indirect common control with, such person, or through an agent, or otherwise, in the business of transmitting and/or receiving for hire energy, communications, or signals by radio in accordance with the terms of the license issued under this Act, shall by purchase, lease, construction, or otherwise, directly or indirectly, acquire, own, control, or operate any cable or wire telegraph or telephone line or system between any place in any State, Territory, or possession of the United States or in the District of Columbia, and any place in any foreign country, or shall acquire, own, or control any part of the stock or other capital share or any interest in the physical property and/or other assets of any such cable, wire, telegraph, or telephone line or system, if in either case the purpose is and/or the effect thereof may be to substantially lessen competition or to restrain commerce between any place in any State, Territory, or possession of the United States, or in the District of Columbia, and any place in any foreign country, or unlawfully to create monopoly in any line of commerce; nor shall any person engaged directly, or indirectly through any person directly or indirectly controlling or controlled by, or under direct or indirect common control with, such person, or through an agent, otherwise, in the business of transmitting and/or receiving for hire messages by any cable, wire, telegraph, or telephone line or system (a) between any place in any State, Territory, or possession of the United States, or in the District of Columbia, and any place in any other State, Territory, or possession of the United States; or (b) between any place in any State, Territory, or possession of the United States, or the District of Columbia, and any place in any foreign country, by purchase, lease, construction, or otherwise, directly or indirectly acquire, own, control, or operate any station or the apparatus therein, or any system for transmitting and/or receiving radio communications or signals between any place in any State, Territory, or possession of the United States, or in the District of Columbia, and any place in any foreign country, or shall acquire, own, or control any part of the stock or other capital share or any interest in the physical property and/or other assets of any such radio station, apparatus, or system, if in either case the purpose is and/or the effect thereof may be to substantially lessen competition or to restrain commerce between any place in any State, Territory, or possession of the United States, or in the District of Columbia, and any place in any foreign country, or unlawfully to create monopoly in any line of commerce.

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FACILITIES FOR CANDIDATES FOR PUBLIC OFFICE

SEC. 315. If any licensee shall permit any person who is a legally qualified candidate for any public office to use a broadcasting station, he shall afford equal opportunities to all other such candidates for that office in the use of such broadcasting station, and the Commission shall make rules and regulations to carry this provision into effect: *Provided*, That such licensee shall have no power of censorship over the material broadcast under the provisions of this section. No obligation is hereby imposed upon any licensee to allow the use of its station by any such candidate.

LOTTERIES AND OTHER SIMILAR SCHEMES

SEC. 316. No person shall broadcast by means of any radio station for which a license is required by any law of the United States, and no person operating any such station shall knowingly permit the broadcasting of, any advertisement of or information concerning any lottery, gift enterprise, or similar scheme, offering prizes dependent in whole or in part upon lot or chance, or any list of the prizes drawn or awarded by means of any such lottery, gift enterprise, or scheme, whether said list contains any part or all of such prizes. Any person violating any provision of this section shall, upon conviction thereof be fined not more than $1,000 or imprisoned not more than one year, or both for each and every day during which such offense occurs.

ANNOUNCEMENT THAT MATTER IS PAID FOR

SEC. 317. All matter broadcast by any radio station for which service, money, or any other valuable consideration is directly or indirectly paid, or promised to or charged or accepted by, the station so broadcasting, from any person shall, at the time the same is so broadcast, be announced as paid for or furnished, as the case may be, by such person.

OPERATION OF TRANSMITTING APPARATUS

SEC. 318. The actual operation of all transmitting apparatus in any radio station for which a station license is required by this Act shall be carried on only by a person holding an operator's license issued hereunder, and no person shall operate any such apparatus in such station except under and in accordance with an operator's license issued to him by the Commission: *Provided, however*, That the Commission if it shall find that the public interest, convenience, or necessity will be served thereby may waive or modify the foregoing provisions of this section for the operation of any station except (1) stations for which licensed operators are required by international agreement, (2) stations for which licensed operators are required for safety purposes, (3) stations engaged in broadcasting, and (4) stations operated as common carriers on frequencies below thirty thousand kilocycles: *Provided further*, That the Commission shall have power to make special regulations governing the granting of licenses for the use of automatic radio devices and for the operation of such devices.[6]

CONSTRUCTION PERMITS

SEC. 319. (a) No license shall be issued under the authority of this Act for the operation of any station the construction of which is begun or is continued after this Act takes effect, unless a permit for its construction has been granted by the Commission upon written application therefor. The Commission may grant such permit if public convenience, interest, or necessity will be served by the construction of the station. This application shall set forth such facts as the Commission by regulation may prescribe as to the citizenship, character, and the financial, technical, and other ability of the applicant to construct and operate the station, the ownership and location of the proposed station and of the station or stations with which it is proposed to communicate, the frequencies desired to be used, the hours of the day or other periods of time during which it is proposed to operate the station, the purpose for which the station is to be used, the type of transmitting apparatus to be used, the power to be used, the date upon which the station is expected to be completed and in operation, and such other information as the Commission may require. Such application shall be signed by the applicant under oath or affirmation.

(b) Such permit for construction shall show specifically the earliest and latest dates between which the actual operation of such station is expected to begin, and shall provide that said permit will be automatically forfeited if the station is not ready for operation within the time specified or within such further time as the Commission may allow, unless prevented by causes not under the control of the grantee. The rights under any such permit shall not be assigned or otherwise transferred to any person without the approval of the Commission. A permit for construction shall not be required for Government stations, amateur stations, or stations upon mobile vessels, railroad rolling stock, or aircraft. Upon the completion of any station for the construction or continued construction of which a permit has been granted, and upon it being made to appear to the Commission that all the terms, conditions, and obligations set forth in the application and permit have been fully met, and that no cause or circumstance arising or first coming to the knowledge of the Commission since the granting of the permit would, in the judgment of the Commission, make the operation of such station against the public interest, the Commission shall issue a license to the lawful holder of said permit for the operation of said station. Said license shall conform generally to the terms of said permit.

DESIGNATION OF STATIONS LIABLE TO INTERFERE WITH DISTRESS SIGNALS

SEC. 320. The Commission is authorized to designate from time to time radio stations the communications or signals of which, in its opinion, are liable to interfere with the transmission or reception of distress signals of ships. Such stations are required to keep a licensed radio operator listening in on the frequencies designated for signals of distress and radio communications relating thereto during the entire period the transmitter of such station is in operation.

DISTRESS SIGNALS AND COMMUNICATIONS

SEC. 321[7]. (a) The transmitting set in a radio station on shipboard may be adjusted in such a manner as to produce a maximum of radiation, irrespective of the amount of interference which may thus be caused, when such station is sending radio communications or signals of distress and radio communications relating thereto.[7]

(b) All radio stations, including Government stations and stations on board foreign vessels when within the territorial waters of the United States, shall give absolute priority to radio communications or signals relating to ships in distress; shall cease all sending on frequencies which will interfere with hearing a radio communication or signal of distress, and, except when engaged in answering or aiding the ship in distress, shall refrain from sending any radio communications or signals until there is assurance that no interference will be caused with the radio communications or signals relating thereto, and shall assist the vessel in distress, so far as possible, by complying with its instructions.

INTERCOMMUNICATION IN MOBILE SERVICE

SEC. 322.[7] Every land station open to general public service between the coast and vessels or aircraft at sea shall, within the scope of its normal operations, be bound to exchange radio communications or signals with any ship or aircraft station at sea; and each station on shipboard or aircraft at sea shall, within the scope of its normal operations, be bound to exchange radio communications or signals with any other station on shipboard or aircraft at sea or with any land station open to general public service between the coast and vessels or aircraft at sea: *Provided*, That such exchange of radio communication shall be without distinction as to radio systems or instruments adopted by each station.[7]

INTERFERENCE BETWEEN GOVERNMENT AND COMMERCIAL STATIONS

SEC. 323. (a) At all places where Government and private or commercial radio stations on land operate in such close proximity that interference with the work of Government stations cannot be avoided when they are operating simultaneously, such private or commercial stations as do interfere with the transmission or reception of radio communications or signals by the Government stations concerned shall not use their transmitters during the first fifteen minutes of each hour, local standard time.

(b) The Government stations for which the above-mentioned division of time is established shall transmit radio communications or signals only during the first fifteen minutes of each hour, local standard time, except in case of signals or radio communications relating to vessels in distress and vessel requests for information as to course, location, or compass direction.

USE OF MINIMUM POWER

SEC. 324. In all circumstances, except in case of radio communications or signals relating to vessels in distress, all radio stations, including those owned and operated by the United States, shall use the minimum amount of power necessary to carry out the communication desired.

FALSE DISTRESS SIGNALS; REBROADCASTING; STUDIOS OF FOREIGN STATIONS

SEC. 325. (a) No person within the jurisdiction of the United States shall knowingly utter or transmit, or cause to be uttered or transmitted, any false or fraudulent signal of distress, or communication relating thereto, nor shall any broadcasting station rebroadcast the program or any part thereof of another broadcasting station without the express authority of the originating station.

(b) No person shall be permitted to locate, use, or maintain a radio broadcast studio or other place or apparatus from which or whereby sound waves are converted into electrical energy, or mechanical or physical reproduction of sound waves produced, and caused to be transmitted or delivered to a radio station in a foreign country for the purpose of being broadcast from any radio station there having a power output of sufficient intensity and/or being so located geographically that its emissions may be received consistently in the United States, without first obtaining a permit from the Commission upon proper application therefor.

(c) Such application shall contain such information as the Commission may by regulation prescribe, and the granting or refusal thereof shall be subject to the requirements of section 309 hereof with respect to applications for station licenses or renewal or modification thereof, and the license or permission so granted shall be revocable for false statements in the application so required or when the Commission, after hearings, shall find its continuation no longer in the public interest.

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[6] *The provisos in section* 318 *were added by "An Act to amend section* 318 *of the Communications Act of* 1934." *Public—No.* 26—*75th Congress*, 1st *Session, approved March* 29, 1937.

[7] *Sections* 321, 322 *and* 329 *were amended by Public—No.* 97—*75th Congress*, 1st *Session, approved May* 20, 1937.

The Communications Act of 1934

(Provisions Relating to Broadcasting and Allied Services, With Sections Dealing Exclusively With Public Utility Common Carriers Omitted)

Passed by 73rd Congress; Approved June 19, 1934; With Amendments

CENSORSHIP; INDECENT LANGUAGE

SEC. 326. Nothing in this Act shall be understood or construed to give the Commission the power of censorship over the radio communications or signals transmitted by any radio station, and no regulation or condition shall be promulgated or fixed by the Commission which shall interfere with the right of free speech by means of radio communication. No person within the jurisdiction of the United States shall utter any obscene, indecent, or profane language by means of radio communication.

USE OF NAVAL STATIONS FOR COMMERCIAL MESSAGES

SEC. 327. The Secretary of the Navy is hereby authorized, unless restrained by international agreement, under the terms and conditions and at rates prescribed by him, which rates shall be just and reasonable, and which, upon complaint, shall be subject to review and revision by the Commission, to use all radio stations and apparatus, wherever located, owned by the United States and under the control of the Navy Department, (a) for the reception and transmission of press messages offered by any newspaper published in the United States, its Territories or possessions, or published by citizens of the United States in foreign countries, or by any press association of the United States, and (b) for the reception and transmission of private commercial messages between ships, between ship and shore, between localities in Alaska and between Alaska and the continental United States: *Provided*, That the rates fixed for the reception and transmission of all such messages, other than press messages between the Pacific coast of the United States, Hawaii, Alaska, Guam, American Samoa, the Phillipine Islands, and the Orient, and between the United States and the Virgin Islands, shall not be less than the rates charged by privately owned and operated stations for like messages and service: *Provided further*, That the right to use such stations for any of the purposes named in this section shall terminate and cease as between any countries or localities or between any locality and privately operated ships whenever privately owned and operated stations are capable of meeting the normal communication requirements between such countries or localities or between any locality and privately operated ships, and the Commission shall have notified the Secretary of the Navy thereof.

SPECIAL PROVISION AS TO PHILIPPINE ISLANDS AND CANAL ZONE

SEC. 328. This title shall not apply to the Philippine Islands or to the Canal Zone. In international radio matters the Phillipine Islands and the Canal Zone shall be represented by the Secretary of State.

ADMINISTRATION OF RADIO LAWS IN TERRITORIES AND POSSESSIONS

SEC. 329.[6] The Commission is authorized to designate any officer or employee of any other department of the Government on duty in any Territory or possession of the United States to render therein such service in connection with the administration of this Act as the Commission may prescribe and also to designate any officer or employee of any other department of the Government to render such services at any place within the United States in connection with the administration of title III of this Act as may be necessary: *Provided*, That such designation shall be approved by the head of the department in which such person is employed.[7]

TITLE IV—PROCEDURAL AND ADMINISTRATIVE PROVISIONS

JURISDICTION TO ENFORCE ACT AND ORDERS OF COMMISSION

SECTION 401. (a) The district courts of the United States shall have jurisdiction, upon application of the Attorney General of the United States at the request of the Commission, alleging a failure to comply with or a violation of any of the provisions of this Act by any person, to issue a writ or writs of mandamus commanding such person to comply with the provisions of this Act.

(b) If any person fails or neglects to obey any order of the Commission other than for the payment of money, while the same is in effect, the Commission or any party injured thereby, or the United States, by its Attorney General, may apply to the appropriate district court of the United States for the enforcement of such order. If after hearing, that court determines that the order was regularly made and duly served, and that the person is in disobedience of the same, the court shall enforce obedience to such order by a writ of injunction or other proper process, mandatory or otherwise, to restrain such person or the officers, agents, or representatives of such person, from further disobedience of such order, or to enjoin upon it or them obedience to the same.

(c) Upon the request of the Commission it shall be the duty of any district attorney of the United States to whom the Commission may apply to institute in the proper court and to prosecute under the direction of the Attorney General of the United States all necessary proceedings for the enforcement of the provisions of this Act and for the punishment of all violations thereof, and the costs and expenses of such prosecutions shall be paid out of the appropriations for the expenses of the courts of the United States.

(d) The provisions of the Expediting Act, approved February 11, 1903, as amended, and of section 238 (1) of the Judicial Code, as amended, shall be held to apply to any suit in equity arising under Title II of this Act, wherein the United States is complainant.

PROCEEDINGS TO ENFORCE OR SET ASIDE THE COMMISSION'S ORDERS—APPEAL IN CERTAIN CASES

SEC. 402. (a) The provisions of the Act of October 22, 1913 (38 Stat. 219), relating to the enforcing or setting aside of the orders of the Interstate Commerce Commission, are hereby made applicable to suits to enforce, enjoin, set aside, annul, or suspend any order of the Commission under this Act (except any order of the Commission granting or refusing an application for a construction permit for a radio station, or for a radio station license, or for renewal of an existing radio station license, or for modification of an existing radio station license, or suspending a radio operator's license[10]), and such suits are hereby authorized to be brought as provided in that Act.

(b) An appeal may be taken, in the manner hereinafter provided, from decisions of the Commission to the Court of Appeals of the District of Columbia in any of the following cases:

(1) By any applicant for a construction permit for a radio station, or for a radio station license, or for renewal of an existing radio station license, or for modification of an existing radio station license, whose application is refused by the Commission.

(2) By any other person aggrieved or whose interests are adversely affected by any decision of the Commission granting or refusing any such application.

(3) By any radio operator whose license has been suspended by the Commission.[10]

(c) Such appeal shall be taken by filing with said court within twenty days after the decision complained of is effective, notice in writing of said appeal and a statement of the reasons therefor, together with proof of service of a true copy of said notice and statement upon the Commission. Unless a later date is specified by the Commission as part of its decision, the decision complained of shall be considered to be effective as of the date on which public announcement of the decision is made at the office of the Commission in the city of Washington. The Commission shall thereupon immediately, and in any event not later than five days from the date of such service upon it mail or otherwise deliver a copy of said notice of appeal to each person shown by the records of the Commission to be interested in such appeal and to have a right to intervene therein under the provisions of this section, and shall at all times thereafter permit any such person to inspect and make copies of the appellant's statement of reasons for said appeal at the office of the Commission in the city of Washington. Within thirty days after the filing of said appeal the Commission shall file with the court the originals or certified copies of all papers and evidence presented to it upon the application or order[11] involved, and also a like copy of its decision thereon, and shall within thirty days thereafter file a full statement in writing of the facts and grounds for its decision as found and given by it, and a list of all interested persons to whom it has mailed or otherwise delivered a copy of said notice of appeal.

(d) Within thirty days after the filing of said appeal any interested person may intervene and participate in the proceedings had upon said appeal by filing with the court a notice of intention to intervene and a verified statement showing the nature of the interest of such party, together with proof of service of true copies of said notice and statement, both upon appellant and upon the Commission. Any person who would be aggrieved or whose interests would be adversely affected by a reversal or modification of the decision of the Commission complained of shall be considered an interested party.

(e) At the earliest convenient time the court shall hear and determine the appeal upon the record before it, and shall have power, upon such record, to enter a judgment affirming or reversing the decision of the Commission, and in event the court shall render a decision and enter an order reversing the decision of the Commission, it shall remand the case of the Commission to carry out the judgment of the court: *Provided, however*, That the review by the court shall be limited to questions of law and that findings of fact by the Commission, if supported by substantial evidence, shall be conclusive unless it shall clearly appear that the findings of the Commission are arbitrary or capricious. The court judgment shall be final, subject, however, to review by the Supreme Court of the United States upon writ of certiorari on petition therefor under section 240 of the Judicial Code, as amended, by appellant, by the Commission, or by any interested party intervening in the appeal.

(f) The court may, in its discretion, enter judgment for costs in favor of or against an appellant, and/or other interested parties intervening in said appeal, but not against the Commission, depending upon the nature of the issues involved upon said appeal and the outcome thereof.

INQUIRY BY COMMISSION ON ITS OWN MOTION

SEC. 403. The Commission shall have full authority and power at any time to institute an inquiry, on its own motion, in any case and as to any matter or thing concerning which complaint is authorized to be made, to or before the Commission by any provision of this Act, or concerning which any question may arise under any of the provisions of this Act, or relating to the enforcement of any of the provisions of this Act. The Commission shall have the same powers and authority to proceed with any inquiry instituted on its own motion as though it had been appealed to by complaint or petition under any of the provisions of this Act, including the power to make and enforce any order or orders in the case, or relating to the matter or thing concerning which the inquiry is had, excepting orders for the payment of money.

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[10] *The provisions in sections* 402 (*a*) *and* (*b*) (3) *relating to suspension of a radio operator's license were added by Public—No.* 97—*75th Congress*, 1st *Session*, approved *May* 20, 1937.

[11] *The words "or order" were added by Public—No.* 97—*75th Congress*, 1st *Session*, *approved May* 20, 1937.

The Communications Act of 1934

(Provisions Relating to Broadcasting and Allied Services, With Sections Dealing Exclusively With Public Utility Common Carriers Omitted)

Passed by 73rd Congress; Approved June 19, 1934; With Amendments

REPORTS OF INVESTIGATIONS

SEC. 404. Whenever an investigation shall be made by the Commission it shall be its duty to make a report in writing in respect thereto, which shall state the conclusions of the Commission, together with its decision, order, or requirement in the premises; and in case damages are awarded such report shall include the findings of fact on which the award is made.

REHEARING BEFORE COMMISSION

SEC. 405. After a decision, order, or requirement has been made by the Commission in any proceeding, any party thereto may at any time make application for rehearing of the same, or any matter determined therein, and it shall be lawful for the Commission in its discretion to grant such a rehearing if sufficient reason therefor be made to appear: *Provided, however,* That in the case of a decision, order, or requirement made under Title III, the time within which application for rehearing may be made shall be limited to twenty days after the effective date thereof, and such application may be made by any party or any person aggrieved or whose interests are adversely affected thereby. Applications for rehearing shall be governed by such general rules as the Commission may establish. No such application shall excuse any person from complying with or obeying any decision, order, or requirement of the Commission, or operate in any manner to stay or postpone the enforcement thereof, without the special order of the Commission. In case a rehearing is granted, the proceedings thereupon shall conform as nearly as may be to the proceedings in an original hearing, except as the Commission may otherwise direct; and if, in its judgment, after such rehearing and the consideration of all facts, including those arising since the former hearing, it shall appear that the original decision, order, or requirement is in any respect unjust or unwarranted, the Commission may reverse, change, or modify the same accordingly. Any decision, order, or requirement made after such rehearing, reversing, changing, or modifying the original determination, shall be subject to the same provisions as an original order.

* * * * *

GENERAL PROVISIONS RELATING TO PROCEEDINGS—WITNESSES AND DEPOSITIONS

SEC. 409. (a) Any member or examiner of the Commission, or the director of any division, when duly designated by the Commission for such purpose, may hold hearings, sign and issue subpenas, administer oaths, examine witnesses, and receive evidence at any place in the United States designated by the Commission; except that in the administration of Title III an examiner may not be authorized to exercise such powers with respect to a matter involving (1) a change of policy by the Commission, (2) the revocation of a station license, (3) new devices or developments in radio, or (4) a new kind of use of frequencies. In all cases heard by an examiner the Commission shall hear oral arguments on request of either party.

(b) For the purposes of this Act the Commission shall have the power to require by subpena the attendance and testimony of witnesses and the production of all books, papers, schedules of charges, contracts, agreements, and documents relating to any matter under investigation. Witnesses summoned before the Commission shall be paid the same fees and mileage that are paid witnesses in the court of the United States.

(c) Such attendance of witnesses, and the production of such documentary evidence, may be required from any place in the United States, at any designated place of hearing. And in case of disobedience to a subpena the Commission, or any party to a proceeding before the Commission, may invoke the aid of any court of the United States in requiring the attendance and testimony of witnesses and the production of books, papers, and documents under the provisions of this section.

(d) Any of the district courts of the United States within the jurisdiction of which such inquiry is carried on may, in case of contumacy or refusal to obey a subpena issued to any common carrier or licensee or other person, issue an order requiring such common carrier, licensee, or other person to appear before the Commission (and produce books and papers if so ordered) and give evidence touching the matter in question; and any failure to obey such order of the court may be punished by such court as a contempt thereof.

(e) The testimony of any witness may be taken, at the instance of a party, in any proceeding or investigation pending before the Commission, by deposition, at any time after a cause or proceeding is at issue on petition and answer. The Commission may also order testimony to be taken by deposition in any proceeding or investigation pending before it, at any stage of such proceeding or investigation. Such depositions may be taken before any judge of any court of the United States, or any United States commissioner, or any clerk of a district court, or any chancellor, justice, or judge of a supreme or superior court, mayor, or chief magistrate of a city, judge of a county court, or court of common pleas of any of the United States, or any notary public, not being of counsel or attorney to either of the parties, nor interested in the event of the proceeding or investigation. Reasonable notice must first be given in writing by the party or his attorney proposing to take such deposition to the opposite party or his attorney of record, as either may be nearest, which notice shall state the name of the witness and the time and place of the taking of his deposition. Any person may be compelled to appear and depose, and to produce documentary evidence, in the same manner as witnesses may be compelled to appear and testify and produce documentary evidence before the Commission, as hereinbefore provided.

(f) Every person deposing as herein provided shall be cautioned and sworn (or affirm, if he so request) to testify the whole truth, and shall be carefully examined. His testimony shall be reduced to writing by the magistrate taking the deposition, or under his direction, and shall, after it has been reduced to writing, be subscribed by the deponent.

(g) If a witness whose testimony may be desired to be taken by deposition be in a foreign country, the deposition may be taken before an officer or person designated by the Commission, or agreed upon by the parties by stipulation in writing to be filed with the Commission. All depositions must be promptly filed with the Commission.

(h) Witnesses whose depositions are taken as authorized in this Act, and the magistrate or other officer taking the same, shall severally be entitled to the same fees as are paid for like services in the courts of the United States.

(i) No person shall be excused from attending and testifying or from producing books, papers, schedules of charges, contracts, agreements, and documents before the Commission, or in obedience to the subpena of the Commission, whether such subpena be signed or issued by one or more commissioners, or in any cause or proceeding, criminal or otherwise, based upon or growing out of any alleged violation of this Act, or of any amendments thereto, on the ground or for the reason that the testimony or evidence, documentary or otherwise, required of him may tend to incriminate him or subject him to a penalty or forfeiture; but no individual shall be prosecuted or subjected to any penalty or forfeiture for or on account of any transaction, matter, or thing concerning which he is compelled, after having claimed his privilege against self-incrimination, to testify or produce evidence, documentary or otherwise, except that any individual so testifying shall not be exempt from prosecution and punishment for perjury committed in so testifying.

(j) Any person who shall neglect or refuse to attend and testify, or to answer any lawful inquiry, or to produce books, papers, schedules of charges, contracts, agreements, and documents, if in his power to do so, in obedience to the subpena or lawful requirement of the Commission, shall be guilty of a misdemeanor and upon conviction thereof by a court of competent jurisdiction shall be punished by a fine of not less than $100 nor more than $5,000, or by imprisonment for not more than one year, or by both such fine and imprisonment.

* * * * *

TITLE V—PENAL PROVISIONS—FORFEITURES

GENERAL PENALTY

SECTION 501. Any person who willfully and knowingly does or causes or suffers to be done any act, matter, or thing, in this Act prohibited or declared to be unlawful, or who willfully and knowingly omits or fails to do any act, matter, or thing in this Act required to be done, or willfully and knowingly causes or suffers such omission or failure, shall, upon conviction thereof, be punished for such offense, for which no penalty (other than a forfeiture) is provided herein, by a fine of not more than $10,000 or by imprisonment for a term of not more than two years, or both.

VIOLATIONS OF RULES, REGULATIONS, AND SO FORTH

SEC. 502. Any person who willfully and knowingly violates any rule, regulation, restriction or condition made or imposed by the Commission under authority of this Act, or any rule, regulation, restriction, or condition made or imposed by any international radio or wire communications treaty or convention, or regulations annexed thereto, to which the United States is or may hereafter become a party, shall, in addition to any other penalties provided by law, be punished, upon conviction thereof, by a fine of not more than $500 for each and every day during which such offense occurs.

* * * * *

VENUE OF OFFENSES

SEC. 505. The trial of any offense under this Act shall be in the district in which it is committed; or if the offense is committed upon the high seas, or out of the jurisdiction of any particular State or district, the trial shall be in the district where the offender may be found or into which he shall be first brought. Whenever the offense is begun in one jurisdiction and completed in another it may be dealt with, inquired of, tried, determined, and punished in either jurisdiction in the same manner as if the offense had been actually and wholly committed therein.

* * * * *

TITLE VI—MISCELLANEOUS PROVISIONS

UNAUTHORIZED PUBLICATION OF COMMUNICATIONS

SEC. 605. No person receiving or assisting in receiving, or transmitting, or assisting in transmitting, any interstate or foreign communication by wire or radio shall divulge or publish the existence, contents, substance, purport, effect, or meaning thereof, except through authorized channels of transmission or reception, to any person other than the addressee, his agent, or attorney, or to a person employed or authorized to forward such communication to its destination, or to proper accounting or distributing officers of the various communicating centers over which the communication may be passed, or to the master of a ship under whom he is serving, or in response to a subpena issued by a court of competent jurisdiction, or on demand of other lawful authority; and no person not being authorized by the sender shall intercept any communication and divulge or publish the existence, contents, substance, purport, effect, or meaning of such intercepted communication to any person; and no person not being entitled thereto shall receive or assist in receiving any interstate or foreign communication by wire or radio and use the same or any information therein contained for his own benefit or for the benefit of another not entitled thereto; and no person having received such intercepted

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Passed by 73rd Congress; Approved June 19, 1934; With Amendments

communication or having become acquainted with the contents, substance, purport, effect, or meaning of the same or any part thereof, knowing that such information was so obtained, shall divulge or publish the existence, contents, substance, purport, effect, or meaning of the same or any part thereof, or use the same or any information therein contained for his own benefit or for the benefit of another not entitled thereto: *Provided,* That this section shall not apply to the receiving, divulging, publishing, or utilizing the contents of any radio communication broadcast, or transmitted by amateurs or others for the use of the general public, or relating to ships in distress.

WAR EMERGENCY—POWERS OF PRESIDENT

SEC. 606. (a) During the continuance of a war in which the United States is engaged, the President is authorized, if he finds it necessary for the national defense and security, to direct that such communications as in his judgment may be essential to the national defense and security shall have preference or priority with any carrier subject to this Act. He may give these directions at and for such times as he may determine, and may modify, change, suspend, or annul them and for any such purpose he is hereby authorized to issue orders directly, or through such person or persons as he designates for the purpose, or through the Commission. Any carrier complying with any such order or direction for preference or priority herein authorized shall be exempt from any and all provisions in existing law imposing civil or criminal penalties, obligations, or liabilities upon carriers by reason of giving preference or priority in compliance with such order or direction.

(b) It shall be unlawful for any person during any war in which the United States is engaged to knowingly or willfully, by physical force or intimidation by threats of physical force, obstruct or retard or aid in obstructing or retarding interstate or foreign communication by radio or wire. The President is hereby authorized, whenever in his judgment the public interest requires, to employ the armed forces of the United States to prevent any such obstruction or retardation of communication: *Provided,* That nothing in this section shall be construed to repeal, modify, or affect either section 6 or section 20 of an Act entitled "An Act to supplement existing laws against unlawful restraints and monopolies, and for other purposes," approved October 15, 1914.

(c) Upon proclamation by the President that there exists war or a threat of war or a state of public peril or disaster or other national emergency, or in order to preserve the neutrality of the United States, the President may suspend or amend, for such time as he may see fit, the rules and regulations applicable to any or all stations within the jurisdiction of the United States as prescribed by the Commission, and may cause the closing of any station for radio communication and the removal therefrom of its apparatus and equipment, or he may authorize the use or control of any such station and/or its apparatus and equipment by any department of the Government under such regulations as he may prescribe, upon just compensation to the owners.

(d) The President shall ascertain the just compensation for such use or control and certify the amount ascertained to Congress for appropriation and payment to the person entitled thereto. If the amount so certified is unsatisfactory to the person entitled thereto, such person shall be paid only 75 per centum of the amount and shall be entitled to sue the United States to recover such further sum as added to such payment of 75 per centum will make such amount as will be just compensation for the use and control. Such suit shall be brought in the manner provided by paragraph 20 of section 24, or by section 145, of the Judicial Code, as amended.

EFFECTIVE DATE OF ACT

SEC. 607. This Act shall take effect upon the organization of the Commission, except that this section and sections 1 and 4 shall take effect July 1, 1934. The Commission shall be deemed to be organized upon such date as four members of the Commission have taken office.

SEPARABILITY CLAUSE

SEC. 608. If any provision of this Act or the application thereof to any person or circumstance is held invalid, the remainder of the Act and the application of such provision to other persons or circumstances shall not be affected thereby.

Unions And Labor Groups Dealing in Radio Fields

Name of Organization	Affiliation	Address Telephone No.	Executive
American Federation of Labor	AFL	901 Mass. Ave. NW. Washington, D. C. National 3870	William Green, Pres.
Congress for Industrial Organization	CIO	1106 Connecticut Ave. Washington, D. C. District 3582	John L. Lewis, Pres.
American Communications Association (Formerly American Radio Telegraphists Association)	CIO	10 Bridge St. New York City Bowling Green 9-3007	Mervyn Rathbone, Pres.
International Brotherhood of Electrical Workers	AFL	1200 15th St. NW. Washington, D. C. District 3766	Daniel W. Tracy, Pres.
American Federation of Musicians	AFL	1450 Broadway New York City Pennsylvania 6-2545	Joseph N. Weber, Pres.
American Guild of Radio Announcers and Producers	....	545 Fifth Ave. New York City Vanderbilt 6-6340	Roy S. Langham, Pres. Roger Bower, Sec.
International Alliance of Theatrical Stage Employees and Moving Picture Machine Operators	AFL	630 Fifth Ave. New York City Circle 5-4370	George E. Browne, Pres.
Association of Technical Employes of NBC	...	201 N. Wells St. Chicago Randolph 8884	E. C. Horstman, Pres.
Associated Broadcast Technicians	IBEW (AFL)	1200 15th St., N.W. Washington, D. C. District 3766	Daniel W. Tracy, Pres.
Radio Writers' Guild of the Authors League of America	....	6 E. 39th St. New York City Murray Hill 5-6930	Kenneth Webb, Pres.
American Advertising Guild	CIO	112 E. 19th St. New York City Algonquin 4-9119	John Bronfein, Pres.
American Newspaper Guild	CIO	14 Pearl St. New York City Whitehall 3-1272	Kenneth Crawford, Pres. Milton Kaufman Ex. V.P. Victor Pasche, Secy.-Treas.
Associated Actors & Artistes of America	AFL	545 Fifth Ave. New York City Vanderbilt 6-6340	Frank Gillmore, Pres.
Organizations affiliated with Associated Actors & Artistes of America			
Actors Equity Ass'n	AFL	45 W. 47th St. New York City Bryant 9-3550	Arthur Byron, Pres. Bert Lytell, First V.P. and Acting Pres. Paul Dullzell, Ex. Secy.-Treas.
American Federation of Radio Artists	AFL	2 W. 45th St. New York City Vanderbilt 6-1810	Mrs. Emily Holt, Ex. Secy.
American Guild of Musical Artists Inc.	AFL	576 Fifth Ave. New York City Longacre 3-6223	Ernest Charles
American Guild of Variety Artists	AFL	2 W. 45th St. New York City Vanderbilt 6-0216	Dorothy Bryant, Ex. Secy.
Screen Actors Guild	....	7046 Hollywood Blvd. Hollywood, Cal. Crestview 1-2166 545 Fifth Ave. New York City Vanderbilt 6-6340	Kenneth Thomson, Ex. Secy.

DIRECTORY OF CENTRAL AMERICAN BROADCASTING STATIONS

From Latest Data Obtainable from International Broadcasting Union's Control Center, Brussels, Belgium, and from Radio Administrations of Some Countries

(Note: All assignments are subject to revisions in 1940 under The Havana Treaty)

** Denotes time is sold for advertising, according to best available information.*

BAHAMAS

[Receiving Sets, 845. Set Tax, 5 Shillings]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Nassau	ZNS	Government	790 6090	1,000 400

Log compiled as of Dec. 8, 1939.

BRITISH HONDURAS

[Receiving Sets, 1,000. Set Tax, $1]

Belize	ZIK2	Government	10600	250

Log compiled as of Dec. 8, 1939.

COSTA RICA

[Receiving Sets, 20,000. No Set Tax]

Alajuela	T15CV	*Carlos Videche Aguilar	575	100
Cartago	T13MC	*M. Cardos	670	100
Heredia	T14NRH	*Armando Cespedes	750	750
San Jose	TIRH	*Rafael Hine	970	250
“ “	TIEP	*Eduardo Pinto H.	830	3,000
“ “	TIFA	*Francisco Arie	1000	250
“ “	TIGPH	*Gonzalo Pinto H.	1225 650	500 1,000
“ “	TIHO	*Guillermo Zuniga R.	1030	250
“ “	TILJ	*Lola Monje Peralta	775	450
“ “	TILS	*Luis Saenz Mata	880	500
“ “	TING	*Narciso Garcia	750	375
“ “	TIPG	*Perry Girton	625	5,000
“ “	TIRCC	Carlos Borge (Prbo)	1200	500
“ “	TIOS	*G. Castro	940	2,000
“ “	TIRS	*Rogelio Sotela B.	925	100
“ “	TIXD	*Andrea Venegas	800	100
“ “	TIGH	*Gonzalo Garcia	690	1,000
		SHORT WAVE STATIONS		
Heredia	T14NRH	*Armando Cespedes	9695	750
Las Juntas de Abangarez	TIRVM	Ruben Venegas Mora	6035	500
Puntarenas	TI8WS	Abel Salazar F.	6375	1,000
San Jose	TIEP	*Eduardo Pinto H.	6695	1,000
“ “	TIGPH	*Gonzalo Pinto H.	5825	1,000
“ “	TIPG	*Perry Girton	9615	1,000
“ “	TIRCC	Carlos Borge (Prbo)	6180	500
“ “	TILS	*L. Saenz Mata	6165	2,000
“ “	TIRH	*Rafael Hine	6150	250

Log compiled as of Dec. 8, 1939.

HAITI

[Receiving Sets, 2,700. Set Tax, 20c per Tube]

Port au Prince	HHK	Radio-Haiti‡	1820 6200 9620 17850 21670	25,000
“	HHW[1]	*Ricardo C. Widmaier, Jr.	1230	55
		SHORT WAVE STATIONS		
Port au Prince	HH2S	*Societe Haitienne de Radiodiffusion	5980	100
“	HH3W[1]	*Ricardo C. Widmaier, Jr.	9780	100

Log compiled as of Dec. 8, 1939.

‡Off the air since Dec. 1, 1937. On June 9, 1938, a concession was granted by the Haitian Government to the "Societe Auxiliaire d'Etudes et de Gestion" to operate a radio broadcast and television station in Haiti. A local company, Radio-Haiti, was formed to exploit this concession, but has not yet begun operations.

[1] HHW and HH3W transmit simultaneously.

CUBA

[Receiving Sets, 150,000. No Set Tax]

City	Call Letters	Operator	Frequency in Kilocycles	Power In Watts
Bayamo	CMKL	*Alberto Alvarez Ferrera	950	200‡
Caibarien	CMHD	*Manuel Alvarez	1270	200
Camaguey	CMJA	*Rafael Valdes Jimenez	860	200
“	CMJC	*Fernando T. Bolanos	1390	200
“	CMJE	*Primo Alonso Casales	1230	200
“	CMJF	*Gertrudis de la Cauz Perez	930	200
“	CMJK	*Jones Castrillon y Cia.	1020	500
“	CMJX	*Rodolfo Gonzalez Solis	660	200
“	CMJW	*Andres Moran Cisneros	1070	200
Cardenas	CMGE	*Genaro Sabater	1370	200
Ciego de Avila	CMJH	*Luis Marauri	1360	200
“ “	CMJI	*Gilberto Gessa	1130	200
“ “	CMJO	*Bonifacio Ildefonso	1260	200
Cienfuegos	CMHJ	*Romualdo Ugalde	1160	200
“	CMHM	*Jose R. Femenias	1450	200
“	CMHO	Enrique Lasanta Oliver y Felix Gonzalez	1020	200
“	CMHX	*Francisco Chavarry	1480	200
Cruces	CMHK	*Virgilio Villanueva	1210	200
Guantanamo	CMKS	*Candido Savon Suarez	710	200
Guines	CM9RT	*Raul Torres Pardal	1580	200
Havana	CMBC	*Domingo Fernandez Cruz	690	5,000
“	CMBD	*Luis Perez Garcia	1290	200
“	CMBF	*Cia. Cubana de Radio y Television S. A.	1290	5,000
“	CMBG	*John L. Stowers	1470	200
“	CMBH	*Alberto Alvarez Ferrerra	1600	5,000
“	CMBL	*Cambo y Gabriel S. A.	750	5,000
“	CMBQ	*Rufino Pazos Hernandez	1150	5,000
“	CMBS	*Enrique Artalejo	1250	200
“	CMBX	*Vicente Espinosa	1050	200
“	CMBY	*Pages y Cia.	1410	200
“	CMBZ	*Manuel y Guillermo Salas	1010	200
“	CMC	*Rafael Valdes	1350	200
“	CMCA	*Augusto Testar y J. M. Gonzalez	1350	200
“	CMCB	*Metropolitan Radio de Cuba S. A.	1250	200
“	CMCD	*La Voz del Aire S. A.	630	15,000
“	CMCF	*Dr. Oscar Gutierrez Sanchez	810	5,000
“	CMCG	*La Onda S. A.	1080	200
“	CMCH	*Radio Popular S. A.	1050	200
“	CMCJ	*Rafael Rodriguez	1560	200
“	CMCK	*Luis Casas Romero	970	5,000
“	CMCM	*Cia. Transradio Columbia S. A.	850	200
“	CMCO	*Enrique Lasanta	1210	200
“	CMCQ	*Andres Martinez	1410	200
“	CMCR	*Aurelio Hernandez	1560	200
“	CMCU	*Jorge Garcia Serra	1110	200
“	CMCW	*Jose Vilarino	1510	200
“	CMCX	*Juan de Dios Carreno	1470	200
“	CMCY	*Autran y Carbo	590	15,000
“	CMK	*Fausto Montiel	720	200
“	CMOA	*Juan Fernandez Duran	1210	200
“	CMOX	*Perez y Chrisholm	1510	200
“	CMQ	*Combo y Gabriel S. A.	780	25,000
“	CMW	*Troncoso y Gil	550	2,500
“	CMX	*Francisco Lavin	880	10,000
“	CM9RT	Raul Torres Pardal	1580	200

CUBA—(Continued)

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Holguin	CMKF	*Manuel J. de Gongora	1460	200
"	CMKO	*Manuel Angulo Farran	1280	200
Manzanillo	CMKM	*Raimundo Comas Soler	1080	200
Matanzas	CMGF	*Bernabe R. de la Torre	1120	200
"	CMGH	*Manuel Garia Alvarez	710	200
"	CMGE	*Genaro Sabater	1370	200
Moron	CMJP	*Cesar Canals	1420	200
Palma Soriano	CMKZ	*Joaquin Venero Obregon	1430	200
Pinar del Rio	CMAB	*Francisco Martinez	1240	200
"	CMAR	*Jose A. Luzon	1400	200
Placetas	CMHP	*Candido de los A. Guevara	1100	200
Sagua Grande	CMHA	*Abelardo Menocal	1090	200
Santa Clara	CMHI	*Amado Trinidad	830	5,000
" "	CMHW	*Guillermo Domenech	680	200
Santiago de Cuba	CMKD	*Radio Emisora CMKD	910	1.000
" "	CMKQ	*Angela Viciedo Quintero	1490	500
" "	CMKG	*Emilio Grau Medina	1000	10,000
" "	CMKC	*Roberto Miguel Gonzalez	1250	200
" "	CMKR	*Jaime Nadal	1400	200
" "	CMKW	*Claudio Alvarez Soriano	1030	1.000
" "	CMKX	*Oscar Vidal Benitez	1190	200
Sancti-Spiritus	CMHB	*V. E. Weiss y O. Ramirez	1240	200
Trinidad	CMHT	*Fernando E. Soto del Valle	920	200
		SHORT WAVE STATIONS		
Camaguey	COKG	*Emilio Grau Medina	6200	1,200
"	COJK	*Jones Castrillon y Cia.	8663.9	1,000
Havana	COCD	*La Voz del Aire S. A.	6130	1,000
"	COCH	*General Broadcasting Co.	9437	5,000
"	COCM	*Cia. Transradio Columbia S. A.	9833	1.000
"	COCO	*Luis Casas Romero	6010	5,000
"	COCQ	*Cambo y Gabriel S. A.	9670	5.000
"	COCX	*Francisco Lavin	11650	1.000
"	CLA-5	Direccion de Radio	11250	200
"	CMY	Observatorio Colegio Montserratt	13990 9500 8115 6995 3497	200
"	....	Ejercito Constitucional (in project)	4290 6390	....
Matanzas	COGF	*Bernabe R. de la Torre	11800	1,000

Log compiled as of Dec. 8, 1939.
‡ Stations listed as operating at 200 watts power are licensed to operate at 100-200 watts.

CURACAO

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Willemstad	PJC1	West Indie Radio Omroep Maatschappij	5935 9105	150

Log compiled as of Dec. 8, 1939.

EL SALVADOR

[Receiving Sets, 8,000-10,000. Set Tax, 5 Colones‡]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
San Salvador	YSS	*Government	640	500
" "	YSP	*Fernando Alvayeros Sosa	780 1560	115
		SHORT WAVE STATIONS		
San Salvador	YSM	Government	11710	400
" "	YSD	"	7894	400
" "	YSP	*Fernando Alvayeros Sosa	10400	250

Log compiled as of Dec. 8, 1939.
‡Collection of this tax is negligible.

DOMINICAN REPUBLIC

[Receiving Sets, 7,000. Set Tax, 50 Cents Annually‡]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Ciudad Trujillo	HIG	*Andres Cordero Puello	900	100
" "	HIN	*J. M. Bonetty Burgos	1090	100
" "	HIX	*Gobierno Dominicano	800	300
" "	HIZ	*Frank Hatton	1370	100
" "	HI8Q	*Julio Garcia Alardo	1475	100
		SHORT WAVE STATIONS		
Ciudad Trujillo	HIG	*Andres Cordero Puello	6280 9290	100
" "	HIL	*J. C. Teixido	6500	100
" "	HIN	*J. M. Bonetty Burgos	6243	700
" "	HIT	*F. A. Sanabia	6330	100
" "	HI1Z	*Frank Hatton	6316	100
" "	HI1X	*Gobierno Dominicano	6340	900
" "	HI2D	*Accion Catolica Dna.	6026	100
" "	HI2X	*Gobierno Dominicano	11960	900
" "	HI3X	* " "	17400	900
" "	HI6H	*Emilio Garden Jr.	6115	100
La Romana	HI3C	*Antonio Herrero H.	6105	30
La Vega	HI7R	*Escuela Normal	9000	15
San Cristobal	HI8T	*Raul Henriquez	6122	30
San Fco. Macoris	HI4V	*Luis Raul Betances	6170	100
San P. Macoris	HIH	*Domingo Dominguez	6780	250
" " "	HI1J	*F. M. Donastorg	6025	100
Santiago	HI1A	*Rafael Western	6182	75
"	HI1L	*Maria Josefa Tavarez	6480	100
"	HI1S	*Generoso Sarnelli	6420	200
"	HI3U	*Fernando Bertran	6015	100
"	HI9B	*Jacinto L. Sanchez	6383	200

Log compiled as of Dec. 8, 1939.
‡ Tax law not enforced in practice, and it is estimated not more than 25% of owners pay Set Tax.

GUATEMALA

[Receiving Sets, 12,000. Set Tax, $3.00 per Annum]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Guatemala	TG1	*Departmento de Communicaciones Electricas	1310	300
"	TGX	*Periodico "Liberal Progresista"	1400	100
Quezaltenango	TGQ	*Departamento de Communicaciones Electricas	1450	300
		SHORT WAVE STATIONS		
Guatemala	TG2	*Departamento de Communicaciones Electricas	6190	300
"	TGW	*Radiofusora Nacional	2340	1,000
"	TGWA	*Radiofusora Nacional	9450	10,000
"	TGWB	*Radiofusora Nacional	6490	1,000
"	TGWC	*Radiofusora Nacional	2320	1,000
"	TGXA	*Periodico "Liberal Progresista"	6130	1,000
Quezaltenango	TGQA	*Departamento de Communicaciones Electricas	6400	300

Log compiled as of Dec. 8, 1939.

HONDURAS

[Receiving Sets, 16,000. No Set Tax]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Tegucigalpa	HRN	*Rafael Ferrari, Paul John	1575	50
		SHORT WAVE STATIONS		
La Ceiba	HRD	*Genoveva v de Castaneda	6235	250
San Pedro Sula	HRP1	*Filiberto Diaz Zelaya	6351	100
Tegucigalpa	HRN	*Rafael Ferrari, Paul John	5875	500

Log compiled as of Dec. 8, 1939.

MEXICO

[Receiving Sets, 300,000-350,000. No Set Tax]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Aguascalientes	XEAD†	*Alejandro A. Diaz	1240	500
“	XEBI	*Pedro C. Rivas	1000	250
Campeche	XEA	*Luis A. Maury	1400	250
Cananea	XEFQ	*Pedro L. Diaz	1010	500
Chihuahua	XEBU	*Feliciano Lopez Islas	1240	50
“	XEBW	*Angel Mora T.	1340	250
“	XEFI	*Ramiro G. Uranga	1440	1,000
“	XEM	*Pedro Meneses Jr.	1390	500
Cordoba	XEAG	*Diodoro Zuniga	1310	250
“	XECW	*Juan Cedas M.	1240	250
Durango	XEE	*Alejandro O. Stevenson Jr.	1210	50
Guadalajara	XED	*Cia. Radiofonografica, S. A.	1160	1,000
“	XEHK	*Carmen Villasenor	1230	125
“	XELW	*Salvador Galindo de la Torre	1340	250
General Anaya	XEDA	*Pedro R. Diaz	1220	200
Guaymas	XEDR	*Modesto Ortega	1490	100
Guzman	XEBA	*Javier Velasco	1080	20
Hermosillo	XEBH	*Carlos Balderrama	930	500
Hidalgo del Parral	XEAT	*David G. Cervantes	1210	250
“ “ “	XEJR	*Anastasio Gomez Gallardo	1490	100
Irapuato	XEBO	*Alfonso Martinez	1330	500
Juarez	XEF	*Gilberto Gil	1450	100
“	XEFV	*Dario Cordoba	1210	50
“	XEJ	*Pedro Meneses Jr.	1020	1,000
“	XEP	*Esteban Parra	1160	500
Leon	XEFM	*Raul Ortiz Gonzalez	1160	20
Los Mochis	XEOX	*Felipe G. de Leon	1230	250
Matamoros	XEAM	*Manuel L. Salinas	750	25
Mazatlan	XEBL	*Ignacio L. Sais	1220	500
“	XEDS	*Alezandro A. Schober	1400	500
Merida	XEFC	*Julio Molina Font	1340	100
“	XEME	*Perfecto Villamil Cicero	1240	400
“	XEZ	*Jorge L. Palomeque	630	2,000
Mexicali	XEAA	*Alberto Gonzalez	750	200
“	XEAO	*Chavez y Castro Sucs.	660	250
“	XECL	*Alfonso A. Lacarra	1110	1,000
Mexico City	XEAI	*Carmen Gutierrez	1250	500
“ “	XEB	*El Buen Tono, S. A.	1030	20,000[1]
“ “	XEBS	*Maria Remedios Delgado	1340	200
“ “	XEBZ	*Refugio Esparza Vda. de Valezzi	810	100
“ “	XEFO	*Partido Revolucion Mexicana	940	5,000
“ “	XEHR	*Manuel R. Canale	1230	250
“ “	XEJP	*Salvador Monterrubio R.	1130	100
“ “	XEK	*Arturo Martinez	990	200
“ “	XEKR	*Exposicion Viajera	1280	100
“ “	XEL	*Financeria de Inversiones, S. A.	1150	250
“ “	XELZ	*Maria Cardona de Zetina	1370	100
“ “	XEMX†	*Alfonso Traslosheros Avalos	1280	100
“ “	XEN	*Guillermina P. de del Conde	780	1,000
“ “	XEQ	*Radio Panamericana, S. A.	730	50,000
“ “	XEQK	*Angel H. Ferreiro	1500	400
“ “	XERC	*Carlos Dragome Narro	830	500
“ “	XERH	*Gabriel Hernandez Llergo	1430	500
“ “	XESM	*Salvador San Martin	1400	200
“ “	XEW	*Cadena Radiodifusora Mexicana	890	100,000
Minatitlan	XEDW	*Hector Silva	1150	300
Monterrey	XEFB	*Jesus Quintanilla	870	200
“	XEG	*Rodolfo Junco de la Vega	1230	250
“	XEH	*Radio Tarnava	740	250
“	XET	*El Pregonero del Norte, S. A.	690	5,000
“	XEX	*El Heraldo del Comercio, S. A.	1310	500
Morelia	XEI	*Tiburcio Ponce	1370	125
“	XEBC†	*Fernando Corona	1240	100

MEXICO—(Continued)

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Navajoa	XEAJ	*Emilio Manzanilla	1400	100
“	XEDL	*Francisco Vidal	1240	500
Nogales	XEAF	*Francisco G. Elias	990	750
Nuevo Laredo	XEBK	*G. Guajardo J. M. Cortes	1080	100
“ “	XEDF	*Ruperto Villarreal	810	100
“ “	XEFE	*Rafael T. Carranza	980	250
“ “	XENT	*Cia. Industrial Universal, S. A.	910	50,000[3]
Obregon	XEAP	*Emilio Manzanilia	1340	50
Piedras Negras	XEMU	*Cia. Radio Difusora de Piedras Negras, S. A.	580	250
“ “	XEPN†	*Cia. Radio Difusora de Piedras Negras, S. A.	740	50,000[4]
Reynosa	XEAW	*Cia. Internacional Difusora de Reynosa	960	100,000
Sabinas	XEBX	*Benito Garza Ortegon	640	250
Saltillo	XEAS	*Manuel R. Rodriguez	1160	100
“	XEKS	*J. Antonio de la Pena	1240	100
San Luis Potosi	XECZ	*Zeferino Z. Jiminez	1370	100
Tampico	XECA	*Nicolas M. Picot	1230	250
“	XEFW	*Flores y Martinez	1310	300
“	XES	*Difusora Portena	990	250
Tia Juana	XEAC	*Jorge I. Rivera	980	5,000
“	XEAU	*Manuel Acuna Varela	1310	250
“	XEBG	*Angel B. Fernandez	820	1,000
“	XEC	*Luis E. Enciso	1150	100
“	XELO	*Cia. Radio Difusora de Piedras Negras, S. A.	670	10,000[2]
“	XEMO	*Fernando Frederico Ferreira	860	5,000
“	XERB	*Radiodifusora Internacional, S. A.	1090	50,000
Toluca	XECH	*Rodolfo Llamas	1490	250
Torreon	XEBP	*Alejandro O. Stevenson Jr.	1150	250
“	XEDE	*Aurelio G. Zaragoza	1400	100
“	XETB	*Aurelio G. Zaragoza	1310	500
Vera Cruz	XETF	*Jose Rodriguez Lopez	1220	500
“	XEU	*Fernando Pazos	1010	500
Victoria	XEBJ	*Fernando Elizalde	1340	100
Villa Acuna	XEDH	*Vicente Hernandez	1340	200
“	XERA	*Cia. Mex. Radiodifusora Fronteriza, S. A.	840	180,000[4]
		SHORT WAVE STATIONS		
Guadalajara	XEDQ	*Radiofonografica de Guadalajara	6155	100
Hermosillo	XEBR	*Carlos Balderrama	11820	150
Jalapa	XEBF	*Pedro Coronel Aburto	6090	100
Mexico City	XEBT	*El Buen Tono, S. A.	6000	500
“	XEQQ	*Radio Panamericana, S. A.	9680	5,000
“	XEUZ	*Partido Revolucion Mexicana	6130 11880	100
“	XEWW	*Cadena Radiofusora Mexicana	9500 15160	10,000
Monterrey	XETA	El Pregonero del Norte	9555	1,000
Morelia	XEKW	*Jose Martinez Ramirez	6030	500
Tampico	XETW	*Flores y Martinez	6045	100
Vera Cruz	XEFT	*Jose Rodriguez Lopez	9550	12
“	XEUW	*Fernando Pazos Sosa	6020	20
		CULTURAL STATIONS		
Mexico City	XEWI	Institucion Mundial de la V. I.	6015 11900	400
Silao	XEWE	Jesus Gonzalez A.	720	20
		OFFICIAL STATIONS		
Jalapa	XEXB†	Gobierno del Estado de Veracruz	1270	250
Mexico City	XECR	Secretaria de Ralaciones Exteriores	7380	20,000
“	XEDP	Dept. de Publicidad y Propaganda	1080	500
“	XEXA	Dept. de Publicidad y Propaganda	6175	100
“	XEXX	Universided Nacional de Mexico	1170	1,000
“	XEYU	Universided Nacional de Mexico	9600	250
Oaxaca	XEXH	Gobierno del Estado de Oaxaca	1150	400
“	XEXO	Gobierno del Estado de Oaxaca	6035	50
Orizaba	XEXD†	Gobierno del Estado de Veracruz	1340	350
Tepic	XEXT	Gobierno del Estado de Nayarit	1240	1,000
Texcoco	XEXE	M. Ayuntamiento de Texcoco	1270	17

Log compiled as of Jan. 11, 1940.
†Temporarily not operating.
[1] Authorized to operate with 100,000 watts power.
[2] Authorized to operate with 50,000 watts power.
[3] Authorized to operate with 150,000 watts power.
[4] Authorized to operate with 850,000 watts power.

NICARAGUA

[Receiving Sets, 4,000. No Set Tax]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
		SHORT WAVE STATIONS‡		
Leon	YNDG	*Dionisio E. Gallo	7660	1,000
"	YNJAT	*J. A. Tijerino	5758	1,000
Managua	YNLG	*Ruben Dario, Benjamin Guerra	6610	500
"	YNLGG	*La voz de los Lagos, R. Ernesto Gutierrez U.	6535	200
"	YNOP	*Radio Bayer, Ernesto Andrea	6850 1230	800
"	YNPR	*Pilot, Rodolfo Sengelmann, A. Majewsky	8590	800
"	YNRS	*Radiofusora Nicaraguense, R. Sengelmann	6760	800
Masaya	YN7AG	*Oriente y Mediodia, Rafael T. Arjona	7870	50

Log compiled as of Dec. 8, 1939.
‡ Only long wave transmitter listed for Nicaragua is YNOP, operating on 1230 kc.

PANAMA

[Receiving Sets, 18,000. No Set Tax]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Colon	HOK	*La Voz de la Victor	640	250
Panama City	HP5C	*Radio Miramar	730	100
"	HOC	*La Voz de la Victor	1440	250
"	HOA	*Ron Dalley	2340	500
		SHORT WAVE STATIONS		
Colon	HP5F	*La Voz de Colon	6100	150
"	HP5K	*La Voz de la Victor	6000	500
Panama City	HP5A	*Radio-Teatro Estrella de Panama	11700	500
"	HP5B	*Radio Miramar	6030	100
"	HP5G	*Ron Dalley	11780	800
"	HP5H	*La Voz del Pueblo	6122	400
"	HP5J	*La Voz de Panama	9595	250

Log compiled as of Dec. 8, 1939.

NEWFOUNDLAND

[Receiving Sets, 13,000. Set Tax, $2.00 Annually°]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
St. Johns	VOWR	Wesley United Church	700	500
"	VONF	*Broadcasting Corp. of Newfoundland	640	10,000
"	VOCM	*Colonial Broadcasting System	1006	100
"	VOAR	Seventh Day Adventists	950	25
		SHORT WAVE STATION		
St. Johns	VONG	*Broadcasting Corp. of Newfoundland	5970 9475	300
		ST. PIERRE-MIQUELON		
		(Receiving Sets 500. Set Tax, 25 Francs Annually)		
St. Pierre	FQN	St. Pierre Radio Club	609	500

Log compiled as of Dec. 8, 1939.

PHILIPPINE ISLANDS

[Receiving Sets, 47,000]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Manila	KZRM	*Far Eastern Broadcasting Co.	618.5	50,000
"	KZRF	* " " " "	780	1,000
"	KZIB	*I. Beck Inc.	900	1,500
"	KZRH	*H. E. Heacock Co.	1200 710	1,000 10,000
		SHORT WAVE STATIONS		
Manila	KZRM	*Far Eastern Broadcasting Co.	6140 9570 11840 15300 17780	1,000
"	KZRF	* " " " "	6140 9570 11840 15300 17780	1,000
"	KZIB	*I. Beck Inc.	6040 9500	1,000
"	KZRH	*H. E. Heacock Co.	6100 9635	1,000

Log compiled as of Dec. 8, 1939.

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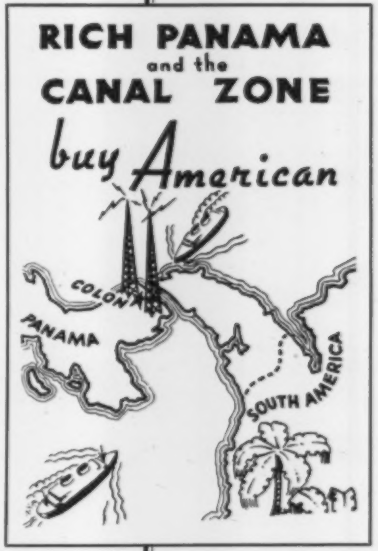

HOK-HP5K
The Voice of the Victor
640 kc.—6,005 kc.
COLON
Republic of Panama

—::—

HP5A
Star & Herald Radio
Theatre 11,700 kc.

HOC
The Voice of the Victor
1440 kc.
PANAMA CITY
Republic of Panama

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BROADCASTING SYSTEM

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Advertisers By Industry	*Number of Feature Stories*
Dept. Store & Retail	17
Food	11
Gasoline and Oil	9
Banks & Financial	13
Automotive	7
Cigarettes & Tobacco	4
Household Utilities	4
Real Estate	3
Insurance	3
Dairy	3
Proprietary	2
Miscellaneous*	11

* Includes stories on sports goods, rugs, soft drinks, dog food, coal, watches, bakery, razor blades.

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DIRECTORY OF SOUTH AMERICAN BROADCASTING STATIONS

From Latest Data Obtainable from International Broadcasting Union's Control Center, Brussels, Belgium, and from Radio Administrations of Some Countries

** Denotes time is sold for advertising, according to best available information.*

ARGENTINA

[Receiving Sets, 1,000,000. No Set Tax]

City	Call Letters	Operator	Frequency in Kilocycles	Power In Watts
Bahia Blanca	LU2	*Radio Bahia Blanca (Camilio V. Bertorini)	900	2,500
"	LU7	*Radio General San Martin (Volturno Gennari)	1240	2,500
Buenos Aires	LR1	*Radio El Mundo (Empresa Edit. Haynes Ltda. S. A.)	1070	50,000
"	LR2	*Radio Argentina (Alfredo Schroeder)	910	10,000
"	LR3	*Radio Belgrano (Jaime Yankelevich)	950	35,000
"	LR4	*Radio Splendid (Antonio C. Devoto)	900	16,000
"	LR5	*Radio Excelsior (Alfredo B. Dougall)	830	29,250
"	LR6	*Radio Mitre (S. A. La Nacion)	870	25,000
"	LR8	*Radio Paris (C. R. Scherrer y Cia.)	1150	6,500
"	LR9	*Radio Fenix (Gregorio Echavarria)	1030	5,000
"	LR10	*Radio Cultura (Radio Cultura S. Resp. Ltda.)	790	11,500
"	LRA	Radio del Estado (Direccion General de Correos y Telegrafos)	750	10,000
"	LS1	*Radio Municipal (Municipalidad de la Capital)	710	50,000
"	LS2	*Radio Prieto (Teodoro Prieto)	1190	30,000
"	LS4	*Radio Portena (Juan G. Gonzalez Speroni)	670	10,000
"	LS5	*Radio Rivadavia (Enrique Caride)	1110	5,000
"	LS6	*Radio del Pueblo (Ricardo A. Bernotti)	1350	6,000
"	LS8	*Radio Stentor (S. A. Stentor, Publicidad Radio)	1230	15,000
"	LS9	*Radio La Voz del Aire (S. A. La Voz del Aire)	1270	6,000
"	LS10	*Radio Callao (Victor J. Ruano)	590	6,000
Com. Rivadavia	LU4	*Radio Comodoro Rivadavia (Cia. Broadcasting de la Patagonia)	640	1,000
Cordoba	LV2	*Radio Central (Luis Maunier)	960	5,000
"	LV3	*Radio Cordoba (Alberto P. Brouard)	620	7,000
Corrientes	LT7	*Radio Provincia Corrientes (Gobierno Prov. Corrientes)	1340	1,000
Mendoza	LV10	*Radio de Cuyo (Marcelino Aparicio)	1210	2,500
Mar del Plata	LU6	*Radio Atlantica (Jose Zaccagnini)	1300	500
La Plata	LR11	Radio Universidad Nacional de La Plata (Universidad Nacional de La Plata)	1390	500
"	LS11	*Radio Provincia de Buenos Aires (Gobierno Prov. Bs. Aires)	1310	30,000
Resistencia	LT5	*Radio Chaco (Jose M. Noverl)	1080	1,500
Rio Gallegos	LU12	*Radio Rio Gallegos (Cia. Broadcasting de la Patagonia)	680	1,000
Rosario	LT1	*Radio del Litoral (Fernando Maliandi)	780	6,000
"	LT3	*Radio Soc. Rural Cerealistas (Soc. Rural de Cerealistas)	1160	5,100
"	LT8	*Radio Rosario (Alfredo B. Dougall)	840	1,000
Salta	LV9	Radio Provincia de Salta (Gobierno Prov. Salta)	970	1,000
San Juan	LV1	*Radio Graffigna (S. A. Graffigna Ltda.)	730	1,000
"	LV5	*Radio Los Andes (Soc. C. Rodriguez Vila y Cia.)	1090	1,500
San Rafael	LV4	*Radio San Rafael (Julio Silva)	690	1,000

ARGENTINA—(Continued)

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Santa Fe	LT9	*Radio Roca Soler (Roca Hermanos y Cia.)	1200	1,000
"	LT10	Radio del Inst. Social de la Universidad Litoral	1320	500
Stgo. del Estero	LV11	*Radio del Norte (S. A. El Liberal)	1170	2,500
Tucuman	LV7	*Radio Tucuman (Gongalez Acha y Munoz)	820	2,500
"	LV12	*Radio Aconquija (Soc. Resp. Lda. Radio Aconquija)	580	5,000
		SHORT WAVE STATIONS		
Buenos Aires	LRU	*Radio El Mundo (Empresa Editorial Haynes Ltda.)	15290	7,000
"	LRX	*Radio El Mundo (Empresa Editorial Haynes Ltda.)	9660	7,000
"	LRA2 LRA3	Radio del Estado (Direccion General de Correos Telegrafos)	6180 11730	10,000
"	LRA1	Radio del Estado (Direccion General de Correos Telegrafos)	9690	10,000
"	LRA5	Radio del Estado (Direccion General de Correos Telegrafos)	17830	10,000

Log compiled as of Dec. 8, 1939.

BOLIVIA †

[Receiving Sets, 20,000. No Set Tax]

La Paz	CP3	*Radio Nacional, Costas Hermanos	1390	1,250
"	CP4	*Radio Illimani, Estado	1040	10,000
"	CP26	*Radio Colon, A. Taborga S.	730	1,000
		SHORT WAVE STATIONS		
La Paz	CP2	*Radio Nacional, Costas Hermanos	6110	1,250
"	CP5	*Radio Illimani, Estado	6200	1,000
"	CP6	*Radio Illimani, Estado	9520	1,000
"	CP7	*Radio Illimani, Estado	15300	1,000
"	CP25	*Radio El Norte, G. Teran	9700	500
"	CP35	*Radio Bolivia, Juan C. Salinas	9590	500
"	CP38	*Radio Nacional, Costas Hermanos	9505	1,250

Log compiled as of Dec. 8, 1939.

† In addition there are in Bolivia more than a score of stations with powers of 250 watts or less

BRAZIL

[Receiving Sets, 500,000. No Set Tax]

Araraquara	PRD4	*Radio Cultura de Araraquara	1570	500
Bauru	PRG8	*Bauru Radio Club	1210	250
Belem	PRC5	*Radio Club de Para	670	2,000
Bello Horizonte	PRH6	*Sociedade Radio Guarany	1340	3,000
"	PRI3	*M. Geraes	880	22,800
"	PRC7	*Sociedade Radio Mineira	690	3,000
Blumenau	PRC4	*Radio Club de Blumenau	1330	250
Campinas	PRC9	*Sociedade Radio Educadora de Campinas	1170	500
Campos	PRF7	*Radio Cultura de Campos	1330	2,000
Cruzeiro	PRG6	*Radio Sociedade Mantiqueira	640	500
Curityba	PRB2	*Radio Club Paranaense	1420	2,000
Fortaleza	PRE9	*Ceara Radio Club	1320	2,000
Franca	PRB5	*Radio Club Hertz	1240	250
Jaboticabal	PRG4	*Radio Club de Jaboticabal	1250	250

BRAZIL—(Continued)

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Jahu	PRG7	*Radio Sociedade Jahuense	1010	250
Joao Pessoa	PRI4	*Governo do Estado da Parahaba	1110	10,000
Juiz de Fora	PRB3	*Radio Sociedade de Juiz de Fora	620	500
Marilia	PRI2	*Radio Club de Marilia	1090	550
Nictheroy	PRE6	*Radio Sociedade Fluminense	1470	1,000
"	PRD8	*Radio Club Fluminense	1320	1,000
Pelotas	PRH4	*Sociedade Radiocultura de Pelotas	1320	500
Petropolis	PRD3	*Petropolis Radio Diffusora S. A.	1480	1,000
Piracicaba	PRD6	*Radio Club de Piracicaba	820	250
Pocos de Caldas	PRH5	*R. Cultura de Pocos de Caldas	1160	250
Porto Alegre	PRH2	*Radio Sociedade Farroupilha Ltda.	600	25,000
"	PRC2	*Radio Sociedade Gaucha	680	5,000
"	PRF9	*Radio Diffusora Porto Alegrense	1440	3,000
Recife	PRA8	*Radio Club de Pernambuco	720	25,500
Ribeirao Preto	PRA7	*Radio Club de Ribeirao Preto	730	500
Rio Claro	PRF2	*Radio Club de Rio Claro	1460	250
Rio Preto	PRB8	*Radio Rio Preto S. A.	640	250
Santos	PRG5	*Sociedade Radio Atlantica	580	750
"	PRB4	*Radio Club de Santos	1450	1,000
Sao Paulo	PRAE4	*Soc. de Radio Cultura a Voz de Espaco	300	5,000
"	PRA5	*Radio Sao Paulo	1260	5,000
"	PRA6	*Sociedade Radio Educadora Paulista	760	10,000
"	PRB6	*Sociedade Radio Cruzeiro de Sul	1200	5,000
"	PRB9	*Radio Sociedade Record	1000	20,000
"	PRE7	*Sociedade Radio Cosmos	1410	5,000
"	PRF3	*Radio Diffusora Sao Paulo	960	5,000
"	PRG2	*Radio Tupy S. A.	1040	25,000
"	PRG9	*Radio Excelsoir	1100	20,000
"	PRH3	*Radio Piratininga	620	5,000
"	PRH9	*S. Bandeirante de R. Diffusao	840	5,000
Sao Salvador	PRA4	*Radio Sociedade da Bahia	740	10,000
Sorocaba	PRD7	*Radio Club de Sorocaba	1080	500
"	PRD9	*Radio Sociedade de Sorocaba	970	250
Rio de Janeiro	PRA2	*Ministerio da Educacao	800	25,000
"	PRA3	*Radio Club de Brasil	860	10,000
"	PRA9	*Radio Sociedade Mayrink Veiga	1220	22,000
"	PRB7	*Sociedade Radio Educadora de Brasil	900	5,000
"	PRC8	*Radio Sociedade Guanabara	1360	5,000
"	PRD2	*Sociedade Radio Cruzeiro de Sul	1060	10,000
"	PRD5	*Instituto de Educacao	1450	1,000
"	PRE2	*Radio Vera Cruz	1430	5,000
"	PRE3	*Radio Transmissora Brasileira	1180	10,000
"	PRE8	*Sociedade Radio Nacional	980	22,000
"	PRF4	*S. A. Jornal de Brasil	940	10,000
"	PRG3	*Radio Tupy S. A.	1280	10,000
"	PRH8	*Radio Ipanema S. A.	1130	5,000
Uberaba	PRE5	*Radio Soc. Triangulo Mineio	1390	500
		SHORT WAVE STATIONS		
Recife	PRA8	Radio Club Pernambuco	6010	5,000
Rio de Janeiro	PSK	Cia. Radio Brasil	8185	12,000
"	PSH	"	10220	12,000
"	PSE	"	14935	12,000

Log compiled as of Dec. 8, 1939.

BRITISH GUIANA

[Receiving Sets, 5,000. Set Tax $1]

Georgetown	VP3BG	*British Guiana Bcstg. Co. Ltd.	4885	750

Log compiled as of Dec. 8, 1939.

CHILE

[Receiving Sets, 150,000. No Set Tax]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Antofagasta	CA127	*Raquel Palma	1270	100
"	CA141	*Angel Garcia y Cia.	1410	1,000
Chillan	CC127	*Rafael Barrios	1270	100
"	CC133	*Miguel Arrau	1330	100
Concepcion	CC64	Hucke y Cia. Ltd.	640	100
"	CC117	*Frederico Sanchez	1170	100
"	CC141	*Pedro Lopez de Heredia	1410	100
Coquimbo	CB96	*Puerta Hermanos	960	200
Curico	CC96	*Alberto Guerra	960	100
Iquique	CA63	*Antonio Cajiao	630	250
Punta Arenas	CD103	*Romon Verde	1030	100
"	CD111	*Emilio Turina	1110	100
"	CD136	*Inez Diaz Paz	1360	100
Osorno	CD112	*David Arriagada	1120	100
Puerto Montt	CD147	*Tomas Ginart	1470	100
Quillota	CB113	*Abdon Salinas	1130	100
Rancagua	CC109	*Jorge Romero	1090	100
"	CC145	*Guillermo Espinosa	1450	100
Santiago	CB57	*Soc. Nac. de Agricultura	570	10,000
"	CB62	*International Machinery Co.	620	1,000
"	CB78	*Cooperativa Vitalicia	780	1,000
"	CB82	*Soc. Per. El Diario Ilustrado	820	1,000
"	CB89	*Otto Becker Ltd.	890	1,000
"	CB93	*Orlandini y Raggio Ltd.	930	10,000
"	CB97	*Soc. Industrial de Maquinarias	970	1,000
"	CB101	*Heriberto Bewais-	1010	1,000
"	CB106	*Manuel Casabianca	1060	5,000
"	CB114	*Spencer y Vivado Ltd.	1140	5,000
"	CB118	*Markoff Hnos. Ltd.	1180	10,000
"	CB126	*Felix Vasquez	1260	1,000
"	CB130	*Enrique Becker Germain	1300	....
"	CB134	*German Holtehuer	1340	1,000
"	CB138	*Empresa Per. El Mercurio	1380	5,000
"	CB144B	*Spitz y Cia.	1440	100
"	CB144C	*Ernesto Clark	1440	100
"	CB150	*Markoff Hnos. Ltd.	1500	10,000
San Antonio	CB140	*Enrique Yanez	1400	100
Talca	CC67	*Raul Grez	670	100
"	CC143	*Enrique Garcia	1430	100
Talcahuano	CC84	*Francisco Morales	840	100
Temuco	CC58	*Luis E. Brain	580	500
"	CC125	*Carlos Kaehler	1250	100
Tocopilla	CA90	*Hilda Cuellar	900	100
Valdivia	CD69	*Arturo Lara Soriano	690	1,000
"	CD132	*Carlos Cockbaine	1320	100
Valparaiso	CB76	*Cooperativa Vitalicia	760	10,000
"	CB84	*Spencer y Vivado Ltd.	840	1,000
"	CB90	*Empresa Per. El Mercurio	900	1,000
"	CB103	*Fundacion Santa Maria	1030	400
"	CB116	*Oscar Cornejo Harker	1160	1,000
"	CB120	*Spencer Vivado Ltd.	1200	1,000
"	CB124	*Ramon y Fernando Garcia y Cia.	1240	250
"	CB132	*David Wallace	1320	1,000
"	CB147	*Calcagno y Widow Ltd.	1470	1,000
Vina del Mar	CB64	*Adriano Iz	640	1,000
"	CB68	*Renard y Garcia Tello	680	1,000
"	CB111	*Joaquin Venegas	1110	1,000
		SHORT WAVE STATIONS		
Santiago	CB946	*Markoff Hnos. Ltd.	9460	5,000
"	CB960	*Enrique Humeres	9600	100
"	CB1170	*Otto Becker Ltd.	11700	150
"	CB1174	*Orlandini y Raggio Ltd.	11740	4,000
"	CB1180	*Soc. Nacional de Agricultura	11970	1,000
"	CB1185	*Jorge Echegoyen	11850	5,000
Valdivia	CD1190	*Arturo Lara Soriano	11910	250
Valparaiso	CB970	*Cooperativa Vitalicia	9730	7,000

Log compiled as of Dec. 8, 1939.

COLOMBIA

[Receiving Sets, 100,000. No Set Tax]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Aguadas (Caldas)	HJ6FAJ	*Roberto Pelaez	1500	25
Barranquilla	HJ1ABA	*Voz de Barranquilla, Clara E. de Buitrago	1330	251
"	HJ1ABH	*Emisora Atlantico, Andres G. Jimeno	1080	500
"	HJ1ABK	*Voz de la Patria, Mario Luis Hernandez	1310	251
"	HJ1ABN	*Voz de la Victor, Gabriel Paez Reina	1140	251
Bogota	HJ3CAB	*Emisora Nueva Granada, Roberto Ramirez	1120	960
"	HJ3CAC	*Voz de Bogota, Gustavo Uribe	870	1.000
"	HJ3CAE	*Voz de Bogota, Gustavo Uribe	1220	460
"	HJ3CAG	*Radio Santa Fe, Julio Bernal	1060	251
"	HJ3CAI	*Voz de la Victor, Manuel J. Gaitan	1160	2.400
"	HJ3CAJ	*Radio Mundial, Vicente Garcia	1380	300
"	HJ3CAK	*Ecos de Tequendama, Pedro P. Martinez Q.	1290	251
"	HJ3CAL	*Emisora Cundinamarca	590	251
"	HJ3CAM	Colombian Government	970	5.000
"	HJ3CAW	*La Nueva Granda, Roberto Ramirez	970	2.500
"	HJ3CAZ	*Voz de Colombia Cipriano Rios Hoyos	1040	1.100
Bucaramanga	HJ7GAK	*Radio Santander Francisco Bueno	1280	280
"	HJ7GAE	*Radio Bucaramanga, Emilio Montoya	1130	350
Cali	HJ5EAB	*Voz del Valle, Eduardo Cordoba	1150	300
"	HJ5EAF	*Voz de Igueronia, H. Bueno D.	1340	251
"	HJ5EAE	*Radio Cali, Jose T. Calderon	1090	251
"	HJ5EAC	*Radio Jorge Isacs, Manuel Gomez P.	1300	251
Cartagena	HJ1ABF	*Laboratorios Fuentes, Jose M. Fuentes	1240	251
"	HJ1ABR	*Radio Cartagena, R. Lequerica G.	1400	251
Cienaga	HJ2BAI	*Ecos del Cordoba, Victor R. Pereira	1430	250
Cucuta	HJ2BAC	*Voz de Cucuta, Pompilio Sanchez	1270	251
Manizales	HJ6FAD	*Radio Manizales, Alberto Hoyos	1390	480
"	HJ6FAX	*Emisora Flectra, Antonio Pinzon	1260	251
Medellin	HJ4DAC	*Voz de la Montana, Francisco Cuartas	1350	251
"	HJ4DAV	*Voz del Hogar, Octavio Gaviria	1420	250
"	HJ4DAK	*Voz de Antioquia, Carlos Escobar P.	1250	750
"	HJ4DAQ	*Emisora Claridad, Alberto Estrada	1320	1.800
"	HJ4DAR	*Voz del Triumfo, Luis Eduardo Ramirez	1380	251
"	HJ4DAT	*Radio Notivara, Joaquin Londono	1370	251
Monteria	HJ1ABL	*Jose M. Fuentes	1410	251
"	HJ1ABM	*Julio Sanchez	1210	251
Pereira	HJ6FAE	*Cesar Arango	1470	251
"	HJ6FAF	*Antonio Giraldo	1350	453
Popayan	HJ5EAG	*Voz Belalcazar, Pablo Barbosa V.	1450	200
Sincelejo	HJ1ABC	*Eugenio Quintero	550	30
Yarumal	HJ4DAI	*Ecos del Norte, Ramon Correa	1420	30
		SHORT WAVE STATIONS		
Armenia	HJFH	*Voz de Armenia, Hoyos & Gutierrez	4875	600
Barranquilla	HJAB	*Voz de Barranquilla, Clara E. de Buitrago	4785	750
"	HJAG	*Emisora Atlantico, Andres G. Jimeno	4905	1.000

COLOMBIA—(Continued)

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Bogota	HJCD	*Emisora Nuevo Granada, Colombia Broadcasting	4845 9400	1.000
"	HJCF	*Voz de Bogota, Gustavo Uribe	4855 9710	750
"	HJCH	*Voz de la Victor, Manuel J. Gaitan	4895	750
"	HJCT	Ministry of National Education	9630	5.000
"	HJCX	*Voz de Colombia, S. A. Cipriano Rios Hoyos	6018	750
Bucaramanga	HJGB	*Radio Santander, Francisco A. Bueno	4775	750
Buenaventura	HJEH	*Ferrocarriles Nacionales	4755 9510	1.000
Cali	HJED	*Voz del Valle, Eduardo Cordoba	4825	750
Cartagena	HJAE	*Laboratorios Fuentes, Jose M. Fuentes	4835	500
"	HJAP	*Radio Cartagena, R. Lequerica G.	4925	600
Cucuta	HJBC	*Voz de Cucuta, Pompilio Sanchez	4815	600
Ibague	HJFI	*Lamus, Rivera & Barrios	4795	750
Manizales	HJFB	*Radio Manizales, Alberto Hoyos	6105	1.000
Medellin	HJDE	*Voz de Antioquia, Carlos Escobar P.	6145	1.000
"	HJDP	*Emisora Claridad Alberto Estrado	4885	1.000
"	HJDU	*University of Antioquia, Clodomiro Ramirez, Rector	4805	250
"	HJDX	*Emisora Medellin	4795	1.000
Pereira	HJFK	*La Voz Amiga, R. C. Torrijos	4865 9730	1.000
"	HJFC	*Voz de Pereira, Cesar Arango M.	6054.3	500
Santa Marta	HJBJ	*Voz de Santa Marta, Julio Sanchez	5875	750

Log compiled as of Dec. 8, 1939.

DUTCH GUIANA (Surinam)

[Receiving Sets, 531. No Set Tax]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Paramaribo	PZH	....	6795	100

Log compiled as of Dec. 8, 1939.

ECUADOR

[Receiving Sets, 6,500. Set Tax 10.00 Sucres]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Guayaquil	HC2CW	*Ondas del Pacifico	900	25
"	HC2ET	*El Telegrafo	1160	40
"	HC2JSB	*Ecuador Radio	1100	200
"	HC2RB	*Erick Williams	1250	300
"	HC2ROZ	*Radio Ortiz	1200	100
Quito	HCJB	*La Voz de los Andes	978	100
		SHORT WAVE STATIONS		
Ambato	HC1VT	*La Voz del Tunguragua	6550	30
Guayaquil	HCODA	*La Voz del Alma	9447	200
"	HCT	Government	5003	300
"	HC2CP	Radio del Partido Nacional	9195	....
"	HC2CW	*Ondas del Pacifico	9130	25
"	HC2ET	*El Telegrafo	4600	300
"	HC2RB	*La Voz del Litoral	9800	50
"	HC2RL	Quinta Piedad	6635	200
"	HC2JSB	*Ecuador Radio	7860	200
"	HC2ROZ	*Radio Ortiz	7500	100
Portoviejo	HCJB4	*Voz de Manabi	4300	25
Quito	HCETC	*Teatro Bolivar	9355	100
"	HCJB	*La Voz de los Andes	4107 6230 12460	500
"	HC1EC	*El Comercio	8600	50
"	HC1GQ	Nariz del Diablo	9180	250
"	HC1PM	*El Palomar	5725	150
"	HC1RE	La Voz de la Sierra	6320	25
"	HC1RJ	El Dia	7600	50
"	HC1RV	Diario Hablado	3937	50
Riobamba	PRADO	Carlos Cordovez	6630	2.000

Log compiled as of Dec. 8, 1939.

PARAGUAY

[Receiving Sets, 11,200. No Set Tax]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Asuncion	ZP1	*Artaza Hermanos	970	100
"	ZP4	*Irsen & Sacarello	730	100
"	ZP5	*Alfonso Sa	1360	100
"	ZP6	*Jordan Livieres	1300	100
"	ZP9	*Artaza Hermanos	920	1.500
"	ZP10	Hipolito Carron	1330	100
"	ZP11	*Juventud Antoniana	1200	100
"	ZP13	*Fulvio Picozzi Villagra	1430	100
Encarnacion	ZP3	*Julio Cormillot	900	100
		SHORT WAVE STATIONS		
Asuncion	ZP8	*Irsen & Saccarello	11850 9615 9270	120
Villarrica	ZP14	*Friedmann Hermanos	6090 11720	1,000

Log compiled as of Dec. 8, 1939.

PERU

[Receiving Sets, 40,000. No Set Tax]

Ica	OAX5B	*J. Antonio Umbert	1280	200
Lima	OAX4A	Government	854	10,000
"	OAX4B	*Empresa Peruana Parlante Bolivar y Carcovich	1200	250
"	OAX4E	*Ing. Juan P. Goicochea	960	200
"	OAX4J	*Radio Internacional	1320	250
"	OAX4L	*Radio Miraflores	1250	200
		SHORT WAVE STATIONS		
Arequipa	OAX6B	*Maximo J. Landa	11710	150
Chiclayo	OAX1A	*J. Carlos Montjoy	6330	200
Cuzco	OAX7A	*Carlos Lizarraga Fisher	5940	100
Huancayo	OAX4P	*J. Alberto Madueno	5968	250
Ica	OAX5C	*J. Antonio Umbert	9405	150
Lima	OAX4G	*Empresa Peruana Parlante Bolivar y Carcovich	6300	250
"	OAX4I	*Radio Internacional	9340	200
"	OAX4T	*Government	9562	10,000
"	OAX4Z	* "	6082	15,000
"	OAX4R	* "	15150	10.000
Trujillo	OAX2A	*Rafael Larco Hoyle	6000.57	250

Log compiled as of Dec. 8, 1939.

URUGUAY

[Receiving Sets, 150,000. No Set Tax]

Canelones	CW47	*Julio J. Rabassa	1480	300
Durazno	CW25	*Artola, Evangelista Cia.	1430	500
Florida	CW33	*O. F. Barreiro	1200	75
"	CW3	*R. J. Caissiols	580	500
Mercedes	CX52	*Pedro Telesca	1570	50
Minas	CW43	*Volante y Harispuru	1470	100
Montevideo	CX4	Direccion Agronomia	610	5,000
"	CX6	S. O. D. R. E.	650	10,000
"	CX8	*Ramon Puyal	690	500
"	CX10	Ferrera, Gestoso y Cia.	730	1,000
"	CX12	*Luis A. Artola	770	5,000
"	CX14	*"El Espectador"	810	5,000
"	CX16	*S. A. D. R. E. P.	850	10,000
"	CX18	*"El Espectador"	890	1,500
"	CX20	*Carlos L. Romay	930	2,000
"	CX22	*Harispuru Hnos.	970	250
"	CX24	*S. A. D. R. E. P.	1010	2,500
"	CX26	*A. Canepa y Cia.	1050	2,000
"	CX28	*W. F. Moran	1090	3,000
"	CX30	*Silva y Larrea	1130	1,000
"	CX32	*Bianchi y Patron	1170	500
"	CX34	*A. Canepa y Cia.	1210	500
"	CX36	*Vasquez y Walder	1250	250
"	CX38	S. O. D. R. E.	1290	5,000
"	CX40	*Julio J. Rabassa	1330	500
"	CX42	*Hector Bernazza	1370	1,000
"	CX44	Julio J. Rabassa	1410	250
"	CX46	*G. Bertacchi	1450	1,500
"	CX48	*Vasquez y Cia.	1490	1,500
"	CX50	Dr. B. Ayala	1530	250

URUGUAY—(Continued)

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Paysandu	CW35	Buenaventuva, Malher y Ordoqui	1240	250
"	CW39	*Miguel Penna	1320	100
Real de San Carlos	CW37	J. Clavelli de Beruatti	1400	4.500
Rivera	CW19A	*J. D. Garcia	1340	60
Rocha	CW19	*Harispuru y Machado	1340	50
Salto	CW23	*Domingo Giordano	820	250
"	CW27	*L. B. Berres	680	250
"	CX31	*Salvador E. Pera	1120	250
San Jose	CW41	*Harrispuru y Bruccoleri	1360	50
"	CW47A	*Fasola, Rios y Munoz	1460	100
Tacuarembo	CW46A	*Luis S. Bini	1470	250
		SHORT WAVE STATIONS		
Colonia	CXA8	Jaime Yankelvich	9640	2,500
Montevideo	CXA2	*Racine y Schmidt	9570	5,000
"	CXA4	S. O. D. R. E.	6125	5,000
"	CXA5	‡Figueira Canapa y Cia.	9480	2,500
"	CXA6	‡S. O. D. R. E.	9550	5,000
"	CXA7	‡A. Conapa y Cia.	11735	2,500
Real de San	CXA8	*Jaime Yankelvich	9640	2,500

Log compiled as of Dec. 8, 1939.
‡ Under construction.

VENEZUELA

[Receiving Sets, 138,000. No Set Tax

Barquisimeto	YV3RC	*Arturo Ramos Maggi	1270	250
"	YV3RE	*A. Segura	1475	300
Bolivar	YV6RA	*Enrique Torres Valencia	1400	250
"	YV6RD	*Miranda & Behrens	1450	250
Caracas	YV5RA	*Almacen Americano	960	5,000
"	YV5RB	*Herman Degwitz	1200	2,000
"	YV5RE	*Dr. Manuel de Goya	1110	200
"	YV5RG	*Gonzalo Veloz Mancera	1010	1,000
"	YV5RI	*Edmundo Suegart	1370	1,000
"	YV5RQ	*Victor M. Soto	882	1,000
"	YV5RR	*Mario Garcia Arocha	1320	1,800
La Guaira	YV5RK	*Gonzalo Veloz Mancera	1050	500
Maracaibo	YV1RA	*Luis Garcia	1500	250
"	YV1RC	*Pedro A. Bermudez	1400	600
"	YV1RD	*Luis Mantellini Hijo	1153	250
"	YV1RF	*N. V. Quintero	1120	300
"	YV1RK	*Jose A. Higuera	1250	250
"	YV1RM	*Gilberto Rincon Harris	780	250
Maracay	YV4RG	*Luis Croquer	1153	200
San Cristobal	YV2RB	*J. M. Diaz Gonzalez	980	500
Valencia	YV4RA	*Herman Degwitz	1350	500
"	YV4RE	*Luis Croquer	1400	200
		SHORT WAVE STATIONS		
Barquisimeto	YV3RX	*Arturo Ramos Maggi	4990	300
"	YV3RB	* " " "	9565	300
"	YV3RN	*Amilcar Segura	4820	300
Bolivar	YV6RU	*Enrique Torres Valencia	4885	250
"	YV6RT	*Miranda & Behrens	4900	250
Puerto Cabello	YV4RQ	*R. A. Segura	5020	2,000
Caracas	YV5RN	*Almacen Americano	5035	2,500
"	YV5RM	*Herman Degwitz	5010	2,500
"	YV5RO	*Dr. Manuel de Goya	4940	200
"	YV5RH	*Gonzalo Veloz Mancera	4920	500
"	YV5RY	*Edmundo Suegart	4790	1,000
"	YV5RS	*Victor M. Soto	4960	1,000
"	YV5RU	*Mario Garcia Arocha	4830	300
Coro	YV1RI	*Roger Leyba	4910	300
"	YV1RJ	*Jose Mendoza	4975	500
Maracaibo	YV1RV	*Luis Garcia	4800	250
"	YV1RU	*Luis Montellini Hijo	4810	250
"	YV1RH	*N. V. Quintero	4890	250
"	YV1RL	*Jose A. Higuera	4860	200
"	YV1RN	*Gilberto Rincon H.	6500	200
"	YV1RT	*Pedro A. Bermudez	4770	2,000
Maracay	YVQ	Government	6672	20,000
"	YV4RX	*Luis Croquer	4840	500
San Cristobal	YV2RN	*J. M. Diaz Gonzalez	4870	500
Valencia	YV4RO	*Herman Degwitz	4950	500
"	YV4RP	*Luis Croquer	4930	250
Valera	YV1RZ	*L. Jelambi	4850	250

Log compiled as of Dec. 8, 1939.

DIRECTORY OF EUROPEAN BROADCASTING STATIONS

From Latest Data Obtainable from International Broadcasting Union's Control Center, Brussels, Belgium, and from Radio Administrations of Some Countries

(Note: Complete reallocation of frequencies and powers ordered under Plan of Montreux promulgated April 15, 1939, to go into effect March 4, 1940, but this may be discarded or deferred due to war.)

**Denotes time is sold for advertising, according to best available information.*

ALBANIA

[Receiving Sets, 3,000. No Set Tax]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Tirana	ZAA	Direction Generale des P.T.T. (Government)	4880 6084 7850 9960 15630	3,000

Log compiled as of Dec. 8, 1939.

BELGIUM

[Receiving Sets, 1,139,746. Set Tax, 20-78 Francs]

Antwerp	ON4EB	*M. De Caluwe	1483 1492	130
Binche	......	*M. Laveine	1483 1492	130
Brussels	I.N.R. (French)	Institut National Belge de Radiodiffusion	620	15,000
"	I.N.R. (Flemish)	"	932	15,000
"	ON4RC	*M. Rombauts	1465	130
"	ON4GT	*M. Mestag	1465	130
Chatelineau	ON4CE	*M. Lucas	1483 1492 1500	130
Courtrai	......	*West Vlaamsche Radio	1438 1483	130
Ghent	......	Radio-Vlaanderen	1122 1492	130
Libramont	......	*M. Delrez	1483 1122	130
Liege	ON4RW	*M. Delvigne	1438 1500	65
"	ON4FC	*M. Lamboray	1438	65
"	ON4EX	*M. Habran	1438 1500	65
Loxbergen	......	*M. Keersmaekers	1500 1465	130
Seraing	......	*M. Henrion	1438 1500	65
Vellereille	......	*M. Tricote	1438 1483	65
Verviers	......	*M. Masson	1483 1500	65
"	......	*M. Houben	1492 1500	65
		SHORT WAVE STATIONS		
Ruiselede	ORK	Institut National Belge de Radiodiffusion	10330	9,000
"	ORY	"	11850	45,000‡

‡Under construction. Log compiled as of Dec. 8, 1939.

BULGARIA

[Receiving Sets, 54,435. Annual Set Tax, 60 to 350 Leva]

Sofia	......	*Administration des P.T.T. (Government)	850	100,000
Stara-Zagora	......	* "	1402	2,000
Varna	......	* "	1276	2,000
		SHORT WAVE STATION		
Sofia	LZA	Administration des P.T.T. (Government)	8490 14970	1,500

Log compiled as of Dec. 8, 1939.

DENMARK

[Receiving Sets, 812,429. Receiving Tax, 10 Knouer]

Copenhagen	OXQ	Statsradiofonien (Government)	1176	10,000
Kalundborg	OXP	" "	240	60,000
		SHORT WAVE STATION		
Skamlebaek	OZF OZG OZH	Statsradiofonien (Government)	9520 11805 15320	6,000

Log compiled as of Dec. 8, 1939.

EIRE (Ireland)

[Receiving Sets, 163,241. Set Tax, 10 Shillings]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Athlone	......	*Department of Post & Telegraph	565	100,000
Cork	......	" " " " "	1240	1,000
Dublin	......	" " " " "	1348	500
		SHORT WAVE STATION		
Athlone	......	*Department of Post & Telegraph	9595 17840	3,500

*Advertising from Irish industry only. Log compiled as of Dec. 8, 1939.

ESTONIA

[Receiving Sets, 79,427. Tax, Ekr. 9.00 to 15.00]

Tallinn	......	*Riigi Ringhaaling (Government)	1348	1,000
Tartu	......	* " " "	512	500
Turi	......	* " " "	731	50,000

Log compiled as of Dec. 8, 1939.

FINLAND

[Receiving Sets, 337,961. Set Tax, 100 Finnish Marks]

Helsingfors I	......	Suomen Yleisradio (Government)	749	10,000
Helsingfors II	......	" " "	1522	1,000
Joensuu	......	" " "	310	1,000
Kuopio	......	" " "	253	1,000
Lahti I	......	" " "	166	150,000 220,000
Oulu	......	" " "	431	10,000
Pietarsaari	......	" " "	1500	250
Pori	......	" " "	776	1,000
Sortavala	......	" " "	610	1,000
Tampere	......	" " "	1348	700
Turku	......	" " "	895	50,000
Vaasa	......	" " "	1420	10,000
Viipuri	......	" " "	527	10,000
		SHORT WAVE STATIONS		
Helsingfors III	OFH	Suomen Yleisradio (Government)	6120	200
Lahti II	OFD OFE	" " "	9500 11780	1,000
Lahti III	OJE OJH	" " "	15190 17800	1,000
Pori	......	" " "	6120 9500 11780 15190 17800 21550	50,000

Log compiled as of Dec. 8, 1939.

FRANCE

[Receiving Sets, 5,104,689. Set Tax, 15-350 Francs]

		GOVERNMENT STATIONS		
Grenoble (P.T.T.)	......	1 Rue Hauquelin Grenoble	583	15,000†
Bordeaux (P.T.T.)	......	136 Rue Ernest-Renau, Bordeaux	1077	60,000†
Limoges (P.T.T.)	......	6 Blvd. Victor-Hugo, Limoges	895	500†
Lyon (P.T.T.)	......	47 Cours Gambetta, Lyon	648	100,000
Marseilles (P.T.T.)	......	32 Rue Croix-de-Regnier, Marseilles	749	100,000
Montpellier (P.T.T.)	......	9 Blvd. General Sarrail, Montpellier	1339	600‡
Nice (P.T.T.)	......	2 Place Grimaldi	1185	60,000
Paris (P.T.T.)	......	103 Rue de Grenelle, Paris	695	120,000
Lille (P.T.T.)	......	36 Blvd. de la Liberte, Lille	1213	60,000
Radio-Paris (Poste National)	......	11 Rue Francois ler, Paris	182	450,000
Rennes (P.T.T.)	......	Hotel des Potes, Rennes	1040	120,000
Strasbourg (P.T.T.)	......	11 Rue de la Nuce-Bleue, Strasbourg	859	80,000
Toulouse (P.T.T.)	......	50 Rue Gambetta, Toulouse	776	120,000
Paris (Tour Eiffel)	......	Grand Palais, Porte F., Paris	1456	20,000

FRANCE—(Continued)

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
PRIVATE STATIONS				
Bordeaux (*Sud Ouest)	......	2 Cours Tournon, Bordeaux	1366	25,000
Paris(*Ile-de-France)	......	11 Rue Christophe Colomb, Paris	1276	2,000
Paris (*Poste Parisien)	......	4 Rue General Foy, Paris	959	60,000
Agen (*Radio Agen)	......	Rue Lamouroux, Agen	968	2,000
Paris (*Radio Cite)	......	1 Blvd. Haussmann, Paris	1068	20,000
Lyon (*Radio Lyon)	......	39 Rue Marseille, Lyons	1393	25,000
Juan Les Pins (*Radio Mediterranee)	......	Les Plateaux Fleuris, Antibes	1321	25,000
Montpellier (*Radio Montpellier)	......	16 Rue de la Republique, Montpellier	968	2,000
Nimes (*Radio Nimes)	......	2 Rue Greffes, Nimes	1483	2,000
Fecamp (*Radio Normandie)	......	Villa la Grandiere, Fecamp	1095	20,000
Toulouse (*Radio Toulouse)	......	51 Rue Alsace-Lorraine, Toulouse	913	60,000
Paris (*Radio 37)	......	35 Rue Francois ler, Paris	832	2,000
SHORT WAVE STATION (PARIS-MONDIAL)				
Allouis (Bourges)	......	98 Bis Blvd. Haussmann	9680 11845 15295 17850	100,000
Pontoise	TPA2 TPA3 TPA4	"	15243 11885 11718	12,000
Essarts-le-Roi	TPB3 TPB6 TPB7 TPB12 TPB25	"	17765 15130 11885 9550 7280	25,000
TELEVISION STATION				
Paris (Station d'Etat)	......	103 Rue de Grenelle	46 mc. (image) 42 mc. (sound)	25,000

Log compiled as of Dec. 8, 1939.
†To be replaced by a new 120,000 watt station under construction.
‡To be replaced by a new 10,000 watt station under construction.

GERMANY

[Receiving Sets, 13,171,943. Set Tax, 2 Reichsmark per month]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Berlin	......	Reichs-Rundfunk-Gesellschaft (Government)	841	100,000
Bremen	......	"	1330	2,000
Breslau	......	"	950	100,000
Danzig‡	......	"	1303	500
Dresden	......	"	1285	250
Flensburg	......	"	1330	2,000
Frankfurt on Main	......	"	1185	25,000
Freiburg	......	"	1294	5,000
Gleiwitz	......	"	1231	5,000
Goerlitz	......	"	1231	5,000
Graz	......	"	886	15,000
Hamburg	......	"	904	100,000
Hanover	......	"	1330	2,000
Heilsberg	......	"	1031	100,000
Innsbruck	......	"	591	1,000
Kaiserslautern	......	"	1429	500
Kassel	......	"	1195	500
Kattowice‡	......	"	1204	12,000
Klagenfurth	......	"	886	5,000
Koeln	......	"	658	100,000
Koblenz	......	"	1195	2,000
Koenigswusterhausen	......	"	191	100,000
Koenigsberg	......	"	1348	2,000
Leipzig	......	"	785	120,000
Linz	......	"	1267	15,000
Magdeburg	......	"	1330	500
Memel	......	"	565	10,000
Munich	......	"	740	100,000

GERMANY—(Continued)

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Nuremberg	......	Reichs-Rundfunk-Gesellschaft (Government)	519	1,000
Posen	......	"	868	......
Saarbruecken	......	"	1249	17,000
Salzburg	......	"	1348 519	2,000 1,000
Stettin	......	"	1330	2,000
Stuttgart	......	"	574	100,000
Stolp‡	......	"	1330	5,000
Trier	......	"	1195	2,000
Troppau	......	"	1231	10,000
Vienna	......	"	592	100,000
Vorarlberg (Bregenz)	......	"	1294	5,000
SHORT WAVE STATIONS				
Zeesen	DJA	Reichs-Rundfunk-Gesellschaft (Government)	9560	50,000
"	DJB	"	15200	
"	DJC	"	6020	
"	DJD	"	11770	
"	DJE	"	17760	
"	DJH	"	17845	
"	DJJ	"	21565	
"	DJL	"	15110	
"	DJM	"	6079	
"	DJN	"	9540	
"	DJZ	"	11801	
"	DJP	"	11855	
"	DJQ	"	15280	
"	DJR	"	15340	
"	DJS	"	21450	
"	DJX	"	9675	
"	DJY	"	6072	
"	DXB	"	9610	
"	DZB	"	10042	
"	DZC	"	10290	
"	DZG	"	15360	
"	DZH	"	14460	
TELEVISION STATION				
Berlin	......	Reichs-Rundfunk-Gesellschaft (Government)	Visual 47800	20,000
			Sound 45000	2,500

PROTECTORATE BOHEMIA AND MORAVIA

[Receiving Sets, 742,366. Set Tax 10 Crowns, 1 Reichsmark monthly]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Brno (Bruenn)	......	Protectorate Government	922	32,000
Prague	......	" "	638	120,000
"	......	Reich Government	1113	60,000
SHORT WAVE STATIONS				
Prague	OLR2A	Protectorate Government	6010	24,000 to 34,000
"	OLR3A	" "	9550	
"	OLR4A	" "	11840	
"	OLR5A	" "	15230	
"	OLR2B	" "	6030	
"	OLR4B	" "	11760	
"	OLR5B	" "	15320	
"	OK1MPT	" "	5145	
OCCUPIED POLISH TERRITORY				
Lodz I	......	Reichs-Rundfunk-Gesellschaft (Government)	224	
Lodz II	......	"	1339	
Krakow	......	"	1022	
Warsaw	......	"	1384	

Log compiled as of Dec. 8, 1939.
‡Formerly in Polish Broadcasting system.

GREAT BRITAIN

(All Stations Operated by British Broadcasting Corp.)

[Receiving Sets, 9,085,050. Set Tax, 10 Shillings Annually]

GOVERNORS†

Sir Allen Powell, *Chairman*
C. H. G. Millis, *Vice-Chairman*

MAJOR OFFICIALS

F. W. Ogilvie, *Director-General*
Sir Noel Ashbridge, *Engineering Controller*
Sir Stephen Tallents, *Public Relations Controller*
Sir Cecil Graves, *Deputy Director-General*
B. E. Nicolls, *Programme Controller*
T. Lochhead, *Administration Controller*

OFFICES

Headquarters

Broadcasting House, London, W. 1
Telephone: Welbeck 4468
Cable: Broadcasts, London

Midland Region

Broadcasting House
282 Broad St., Birmingham
Telephone: Birmingham Midland 3761

Northern Ireland Region

Broadcasting House
31 Linenhall St., Belfast
Telephone: Belfast 25834

North Region

Broadcasting House
Piccadilly, Manchester
Telephone: Manchester Central 2931

Scottish Region

Broadcasting House
5-6 Queen St., Edinburgh
Telephone: Edinburgh 30111

Welsh Region

Broadcasting House
38 Park Place, Cardiff
Telephone: Cardiff 3207

West of England Region

Broadcasting House
21 Whiteladies Road,
Clifton, Bristol
Telephone: Bristol 33052

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Droitwich National		Wychbold, Nr. Droitwich, Worcestershire	200	150,000
North Regional		Moorside Edge, Slaithwaite, Nr. Huddersfield, Yorkshire	668	70,000
Scottish Regional		Westerglen, Nr. Falkirk, Stirlingshire	767	70,000
Welsh Regional		Washford, Nr. Watchet, Somerset	804	70,000
Burghead		Burghead, Morayshire	767	60,000
Penmon		Trof-y-Afon, Penmon, Anglesey	804	5,000
London Regional		Great North Road, Brookman's Park, Nr. Hatfield, Hertfordshire	877	70,000
Lisnagarvey		Hillsborough Road, Blairis, Nr. Lisburn, Northern Ireland	977	100,000
Midland Regional		Wychbold, Nr. Droitwich, Worcestershire	1013	70,000
Start Point		Kingsbridge, South Devon	1050	100,000
Stagshaw		Whittington, Nr. Newcastle-upon-Tyne, Northumberland	1122	60,000
London National		Great North Road, Brookman's Park, Nr. Hatfield, Hertfordshire	1149	40,000
North National		Moorside Edge, Slaithwaite, Nr. Huddersfield, Yorkshire	1149	40,000
Scottish National		Westerglen, Nr. Falkirk, Stirlingshire	1149	50,000
Aberdeen		Redmoss, Nigg by Aberdeen	1285	5,000
Clevedon		Strade Road, Clevedon, Somerset	1474	20,000
		SHORT WAVE STATIONS		
GSA		Borough Hill, Daventry	6050	10,000 to 50,000
GSL		" "	6110	
GSW		" "	7230	
GSU		" "	7260	
GSB		" "	9510	
GSC		" "	9580	
GRY		" "	9600	
GRX		" "	9690	
GSD		" "	11750	
GSN		" "	11820	
GSE		" "	11860	
GSF		" "	15140	
GSO		" "	15180	
GSI		" "	15260	
GSP		" "	15310	
GSG		" "	17790	
GSV		" "	17810	
GSH		" "	21470	
GSJ		" "	21530	
GST		" "	21550	
GRZ		" "	21640	
		TELEVISION STATION		
Alexandra Palace		Alexandra Palace, London, N. 22	S. 41500 V. 45000	3,000 17,000

Log compiled as of Dec. 8, 1939.

†Five of the seven former members of the Board of Governors ceased to be Governors under Order in Council, as provided in BBC's charter, on Sept. 5, 1939. Decision to reduce the size of the board in wartime, so as to consist of the chairman and vice-chairman only, was taken "with a view to insuring efficient working and the necessary speed in the taking of decisions," according to the BBC.

GREECE

[Receiving Sets, 23,375. Set Tax, 300 Dr.]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Athens	......	*Government	601	15,000
Salonique		"	804	15,000‡
Jannina		"	1285	5,000‡

‡Under construction. Log compiled as of Dec. 8, 1939.

HUNGARY

[Receiving Sets, 476,818. Set tax, 28.80 Pengo]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Budapest I	HAL	Magyar Telefonhirmondo es Radio (Government)	546	120,000
" II	HAL2	"	359.5	18,000
Kassa	......	"	1158	750
Magyarovar	HAE2	"	1321	1,250
Miskolc	HAE3	"	1438	1,250
Nyiregyhaza	HAE	"	1122	6,250
Pecs	HAE4	"	1465	1,250
		SHORT WAVE STATIONS		
Budapest	HAS3 HAT4	Magyar Telefonhirmondo es Radio (Government) "	15370 9125	6,000
"	HAD	"	7200 9630 11850 21680	5,000

Log compiled as of Dec. 8, 1939.

ICELAND

[Receiving Sets, 15,459. Set Tax, 30 Crowns]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Reykjavik	TFU	*Rikisutvarpid (Government)	208	100,000
Eidar	TFE	" "	615	1,000
		SHORT WAVE STATION		
Reykjavik‡	TFJ	Rikisutvarpid (Government)	12235	7,000

Log compiled as of Dec. 8, 1939.
‡TFJ has been closed until further notice since the outbreak of war.
*Limited sale of time for advertising in Icelandic language.

ITALY

[Receiving Sets, 1,100,000. Set Tax, 81 Lira]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Ancona	I1AN	Ente Italiano per le Audizioni Radiofoniche (E.I.A.R.)	1357	1,000
Bari I	I1BA	"	1059	20,000
Bari II	I1BA2	"	1357	1,000
Bologna	I1BO	"	986	50,000
Bolzano	I1BZ	"	536	10,000
Catania	I1CT	"	565	10,000
Florence I	I1FI	"	610	20,000
Florence II	I1FI2	"	1258	1,000
Genoa I	I1GE1	"	1140	10,000
Genoa II	I1GE2	"	1357	5,000
Milan I	I1MI	"	814	50,000
Milan II	I1MI2	"	1357	4,000
Milan III	I1MI3	"	1429	1,000
Naples I	I1NA1	"	1303	10,000
Naples II	I1NA2	"	1429	1,000
Palermo	I1PA	"	565	3,000
Rome I	I1RO1	"	713	120,000
Rome II	I1RO2	"	1222	60,000
Rome III	I1RO3	"	1357	1,000
Trieste	I1TS	"	1140	10,000
Turin I	I1TO1	"	1140	30,000
Turin II	I1TO2	"	1357	5,000
Turin III	I1TO3	"	1429	5,000
Padova	I1PD	"	1348	250
San Remo	......	"	1348	5,000
Verona	......	"	1429	250
Venice	......	"	1492	5,000
Benevento	......	"	1357	250 ‡
Catanzaro	......	"	1357	250
Cosenza	......	"	1357	250
Aquila	......	"	1402	250
Potenza	......	"	1402	250
La Spezia	......	"	1402	250
Taranto	......	"	1402	250
Cagliari	......	"	1402	3,000
Bologna II	......	"	1537	5,000

ITALY—(Continued)

SHORT WAVE STATIONS

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Rome (Prato Smeraldo)	I2RO1	E.I.A.R.	6085	100,000 50,000 or 25,000
	I2RO2	"	6980	
	I2RO3	"	9630	
	I2RO4	"	11810	
	I2RO5	"	15170	
	I2RO6	"	15300	
	I2RO7	"	17770	
	I2RO8	"	17820	
	I2RO9	"	9670	
	I2RO10	"	15190	
	I2RO11	"	7220	
	I2RO12	"	15100	
	I2RO13	"	11900	
	I2RO14	"	15230	
	I2RO15	"	11760	
	I2RO16	"	21510	
Rome	ICC	"	6355	30,000
"	IRF	"	9815	30,000
"	IQY	"	11705	20,000

TELEVISION STATIONS

Rome (Monte Mario)		E.I.A.R.	40540 43478	2,000 500

Log compiled as of Dec. 8, 1939.
‡Under construction.

LATVIA

[Receiving Sets, 148,020. Listening Tax, 20 Lats]

Kuldiga	......	Ministry of Social Relations	1104	50,000
Liepaja	......	" " " "	1429	1,000
Madona	......	" " " "	583	50,000
Riga	......	" " " "	1258	15,000

Log compiled as of Dec. 8, 1939.

LITHUANIA

[Receiving Sets, 54,718. Set Tax, Lits 1.5 to Lits 7]

Kaunas‡	......	*Public Activity Administration (Government)	625	120,000
"	LYX	"	153	7,000

SHORT WAVE STATION

Kaunas	LYR	*Public Activity Administration (Government)	9290	500

‡ Under construction. Log compiled as of Dec. 8, 1939.

LUXEMBURG

[Receiving Sets, 37,209. Set Tax, 36 Francs]

Luxemburg	......	*Luxemburg Radio Co.	232	200,000

SHORT WAVE STATION

Luxemburg	......	*Luxemburg Radio Co.	9527 11782	6,000

Log compiled as of Dec. 8, 1939.

NETHERLANDS

[Receiving Sets, 1,131,137.† No Set Tax]

Kootwijk[1]	Hilversum I	Govt. Postal Administration	160	10,000 120,000
Hilversum[2]	Hilversum II	N.V. Phillips Radio	995	15,000 60,000
Jaarsveld[3]	Jaarsveld	Nozema, Amsterdam	722	20,000
Bloemendaal	......	Calvinist Church	1500	100

SHORT WAVE STATIONS

Huizen[4]	PCJ	N.V. Phillips Radio	9590	60,000
"	PCJ2	" " "	15220	60,000
"	PHI	" " "	11730	20,000
			17770	20,000
			21480	12,000

†As of March 31, 1939, includes 384,084 "wired radio" connections. Log compiled as of Dec 8, 1939.

[1] Operates with 10,000 watts during day and 120,000 watts at night.

[2] Operates with 15,000 watts during day and 60,000 watts at night, simultaneously with Hilversum I.

[3] Transmits programs formerly broadcast by Hilversum II.

[4] These stations broadcast chiefly to Dutch East Indies.

NORWAY

[Receiving Sets, 401,931. Set Tax, 20 Kroner]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Bergen I	LKB	*Norsk Rikskringkasting (Government)	260	20,000
" II (local)	LLE	" " "	355	1,000
Bodo	LKD	" " "	253	5,000
Finnmark	LKI	" " "	347	10,000
Fredrikstad	LKF	" " "	1276	1,000
Hamar	LKH	" " "	519	700
Hemnesberget‡	......	" " "	260	10,000
Kristiansand	LKK	" " "	629	20,000
Namsos‡	......	" " "	850	1,000
Narvik	LKG	" " "	1222	300
Notodden	LKN	" " "	1357	250
Oslo	LKO	" " "	260	60,000
Porsgrunn	LKP	" " "	850	1,000
Rjukan	LKR	" " "	1348	150
Stavanger	LKS	" " "	850	100,000
Tromso	LKM	" " "	282	10,000
Trondheim	LKT	" " "	832	20,000
Vest Telemark‡	......	" " "	519	1,000
Vigra	LKA	" " "	629	100,000

SHORT WAVE STATIONS

Jeloy	LKC	*Norsk Rikskringkasting (Government)	9530	5,000
"	LKJ	" " "	6130	1,000
Oslo	LLG	" " "	9610	5,000
"	LKQ	" " "	11735	5,000
"	LKV	" " "	15170	5,000
"	LLN	" " "	17825	5,000

‡Under construction. Log compiled as of Dec. 8, 1939.
*Advertising sold only during brief periods.

POLAND

[Receiving Sets, 1,021,874. Set Tax, 12-36 Zlotys]

Baranowicze†	SP11	Polske Radio (Government)	520	50,000
Cracow‡	SP3	" " "	1022	10,000
Katowice‡	SP4	" " "	758	50,000
Lodz‡	SP7	" " "	1339	10,000
Luck	SP12	" " "	422	20,000
Lwow†	SP6	" " "	795	50,000
Poznan‡	SP2	" " "	868	50,000
Torun‡	SP5	" " "	986	24,000
Warsaw I‡ (Raszyn)	SP1	" " "	224	120,000
Warsaw II‡ (Mokotow)	SP8	" " "	1384	10,000
Wilno°	SP1O	" " "	536	50,000

SHORT WAVE STATIONS

Warsaw	SPW	Ministerstwo Poczt i Telegrafow	13635	10,000
"	SPD	" " "	11535	2,000
"	SP19	" " "	15120	5,000
	SP31	" " "	9525	
"	SP25	" " "	11740	5,000
	SP48	" " "	6140	

Log compiled as of Dec. 8, 1939. †Now operated by U. S. S. R.
‡Now operated by Germany. °Now operated by Lithuania.

PORTUGAL

[Receiving Sets, 87,826. Set Tax, 72 Escudos]

Lisbon	......	Emissora Nacional (Government)	629	15,000
"	CS2ZA	*Portuguese Radio Club	1031	20,000
"	......	Radio Renascenca	1348	2,500
Porto	......	Emissora Nacional (Government)	629	10,000†
Coimbra	......	" " "	1411	1,000

SHORT WAVE STATIONS

Lisbon	CSW8	Emissora Nacional (Government)	7260	10,000
	CSW7	" " "	9740	
	CSW3	" " "	9940	
	CSW5	" " "	11840	
	CSW4	" " "	15215	
"	CSWD	Radio Renascenca	5980	2,000

†Under construction.
Log compiled as of Dec. 8, 1939. In addition, there are various additional stations of 250 watts power or less.

RUMANIA

[Receiving Sets, 305,072. Set Tax, 380-780 Lei]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Bod (Brasov)	Romania	Societe Roumaine de Radiodiffusion	160	150,000
Bucharest	Bucaresti	“ “ “ “	823	12,000
Chisinan	Bessarabia	“ “ “ “	1411	20,000
Timisoara†	......	“ “ “ “	823	12,000

SHORT WAVE STATION

Bucharest	Baneasa	Societe Roumaine de Radiodiffusion	9260	500

†Not yet in operation. Log compiled as of Dec. 8, 1939.

SOVIET RUSSIA

[Receiving Sets, 3,938,000. Set Tax, 3-24 Roubles]

Achkhabad	RW19	Narkomsviaz (Soviet Government)	364	10,000
Alma-Ata	RW60	“ “ “	405	10,000
Alexandrovsk	RW38	“ “ “	662	2,000
Arkhangelsk	RW36	“ “ “	356	10,000
Astrakhan	RW35	“ “ “	598	10,000
Baku	RW8	“ “ “	200	35,000
Chita	RW52	“ “ “	395	20,000
Dnepropetrovsk	RW30	“ “ “	913	10,000
Elista	RW48	“ “ “	704	2,500
Engels	RW55	“ “ “	937	1,000
Erivan	RV21	“ “ “	370	10,000
Frunse	RW6	“ “ “	608	2,500
Gorki	RW42	“ “ “	520	10,000
Grosnyi	RW23	“ “ “	676	1,000
Igarka	RW85	“ “ “	340	2,000
Ijevsk	RW78	“ “ “	767	4,000
Ioschkar-Ola	RW61	“ “ “	888	1,000
Irkutsk	RW14	“ “ “	248	20,000
Ivanovo	RW31	“ “ “	668	10,000
Kalinin	RW71	“ “ “	959	2,500
Karaganda	RW46	“ “ “	686	1,000
Kasan	RW17	“ “ “	686	10,000
Khabarovsk	RW54	“ “ “	340	10,000
Kharkov	RW4	“ “ “	556	10,000
“	RW20	“ “ “	1185	10,000
Kiev	RW9	“ “ “	722	35,000
“	RW87	“ “ “	248	150,000
Krasnodar	RW33	“ “ “	1050	1,000
Krasnoiarsk	RW66	“ “ “	333	1,000
Kuibyshev	RW16	“ “ “	625	10,000
Kursk	RW58	“ “ “	804	2,500
Leningrad Kolpino	RW53	“ “ “	271	100,000
Leningrad	RW70	“ “ “	1040	10,000
Makhach-Kala	RW27	“ “ “	313	4,000
Minsk-Kolodistchi	RW10	“ “ “	208	35,000
Moscow	RCZ-RW43	“ “ “	232	100,000
Moscow Komintern	RW1	“ “ “	172	500,000
Moscow Stchelkovo	WZSPS RW49	“ “ “	565	100,000
Murmansk	RW79	“ “ “	648	10,000
Naltchik	RW51	“ “ “	556	1,000
Novosibirsk	RW76	“ “ “	217.5	100,000
Odessa	RW13	“ “ “	968	10,000
Oirot-Toura	RW83	“ “ “	390	1,000
Omsk	RW44	“ “ “	472	1,000
Ordshonikidse	RW64	“ “ “	749	10,000
Orenbourg	RW45	“ “ “	461.5	1,000
Oukhta	RW67	“ “ “	968	2,000
Petrosavodsk	RW29	“ “ “	385	10,000
Piatigorsk	RW18	“ “ “	610	1,000
Rostov Don	RW12	“ “ “	395	20,000
Saransk	RW65	“ “ “	734	1,000

SOVIET RUSSIA—(Continued)

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Saratov	RW3	Narkomsviaz (Soviet Government)	340	20,000
Simferopol	RW73	“ “ “	859	10,000
Smolensk	RW24	“ “ “	610	10,000
Stalinabad	RW47	“ “ “	350	2,000
Stalingrad	RW34	“ “ “	648	10,000
Stalino	RW26	“ “ “	776	10,000
Sverdlovsk	RW5	“ “ “	375	40,000
Syktyvkar	RW41	“ “ “	472	1,000
Tashkent	RW11	“ “ “	256	25,000
Tcheliabinsk	RW72	“ “ “	577	10,000
Tcheevoksary	RW74	“ “ “	318	5,000
Tchernigov	RW86	“ “ “	1013	4,000
Tbilisi (Tiflis))	RW7	“ “ “	283	35,000
Tiraspol	RW57	“ “ “	1068	10,000
Turtkul	RW81	“ “ “	333.3	2,000
Ufa	RW37	“ “ “	436	10,000
Ulan-Ude	RW63	“ “ “	350	10,000
Vinnitsa	RW75	“ “ “	1095	10,000
Vladivostok	RW32	“ “ “	635	10,000
Voronej	RW25	“ “ “	419	10,000
Yakutsk	RW62	“ “ “	227	10,000

SHORT WAVE STATIONS

Khabarovsk	RW15	Narkomsviaz (Soviet Government)	4273.5	20,000
Moscow	RNE	“ “ “	6000 12060	20,000
“	RW96	“ “ “	6030 9520 9685 15180 15270 15410	100,000
“	RAN	“ “ “	9600 10490 16300	20,000
“	RKI	“ “ “	7520 7540 15040 15080	25,000
“	RIF	“ “ “	11900 18020	15,000
“	RIA	“ “ “	11705 16120	20,000
“	RWG	“ “ “	7360 14720	15,000
“	RIC	“ “ “	11640	15,000
“	RKE	“ “ “	11630	15,000
Irkutsk	RW59	“ “ “	6050	20,000

Log compiled as of Dec. 8, 1939.

SLOVAKIA

Banska Bystrica	......	Government	392	30,000 (Day) 15,000 (Night)
Bratislava	......	“	1004	13,500‡
Presov	......	“	1172	3,000

Log compiled as of Dec. 8, 1939.
‡To be replaced by station of 120,000 watts under construction.

SPAIN †

[Receiving Sets, 800,000. Set Tax, 13-100 Pesetas]

Barcelona	EAJ1	Government	795	7,600
“	EAJ15	“	1447	3,000
Madrid	EAJ2	“	904	5,000
“	EAJ7	“	1022	1,300
Sevilla	EAJ5	“	731	5,000
Salamanca	......	“	968	20,000
San Sebastian	EAJ8	“	1310	1,000
Valencia	EAJ3	“	1258	1,500
Zaragoza	EAJ101	“	850	20,000

SHORT WAVE STATIONS

Madrid	EAQ	Government	9860	10,000
Burgos	......	“	11020	......

Log compiled as of Dec. 8, 1939.
†Although there are some additional stations in Spain, a number are still under military supervision and others are not operating for the time being.

SWEDEN

[Receiving Sets, 1,313,794. Set Tax, 10 Swedish Crowns]

City	Call Letters	Operator	Frequency in Kilocycles	Power In Watts
Boras	SCA	Foreningen Boras Rundradiostation	1447	200
Eskilstuna	SCB	Eskilstuna Radioklubb	1240	200
Falun	SCC	Falu Radioklubb	1086	2,000
Gavle	SCD	Gavle Radioklubb	1483	200
Goteborg	SBB	Direction Generale des Telegraphes	941	10,000
Halmstad	SCE	Halmstads Radioklubb	1492	200
Halsingborg	SBQ	Direction Generale des Telegraphes	1402	500
Horby	SBH	Direction Generale des Telegraphes	1131	60,000
Hudiksvall	SBM	Direction Generale des Telegraphes	1402	1,000
Jonkoping	SCH	Jonkopings Radioklubb	1515	200
Kalmar	SCI	Kalmar Radioklubb	1447	200
Karlskrona	SBR	Direction Generale des Telegraphes	1530	500
Karlstad	SBK	Direction Generale des Telegraphes	1312	250
Kiruna	SCL	Kiruna Radioklubb	1258	200
Kristinehamn	SCM	Kristinehamns Radioklubb	1500	200
Lulea	SBS	Direction Generale des Telegraphes	392	10,000
Malmberget	SCN	Malmberget-Gallivare Radioklubb	704	200
Malmo	SBC	Direction Generale des Telegraphes	1312	2,500
Motala	SBG	Direction Generale des Telegraphes	216	150,000
Norrkoping	SBI	Direction Generale des Telegraphes	1312	250
Orebro	SCV	Orebro Radioklubb	1240	200
Ornskoldsvik	SBN	Direction Generale des Telegraphes	1402	500
Ostersund	SBF	Direction Generale des Telegraphes	414	10,000
Saffle	SCP	Saffle Radioklubb	1240	400
Stockholm	SBA	Direction Generale des Telegraphes	704	55,000
Sundsvall	SBD	Direction Generale des Telegraphes	601	10,000
Trollhattan	SBJ	Direction Generale des Telegraphes	1312	250
Uddevalla	SCR	Foreningen Uddevalla Rundradio-station	1411	50
Umea	SBL	Direction Generale des Telegraphes	1402	1,000
Uppsala	SCT	Uppsala Radioklubb	1492	200
Varberg	SCU	Varbergs Radioklubb	1240	200
		SHORT WAVE STATIONS		
Motala	SBO	Direction Generale des Telegraphes	6065	12,000
"	SBP	Direction Generale des Telegraphes	11705	12,000
"	SBT	Direction Generale des Telegraphes	15155	12,000
"	SBU	Direction Generale des Telegraphes	9535	12,000

Log compiled as of Dec. 8, 1939.

SWITZERLAND

[Receiving Sets, 582,707. Set Tax, 15 Swiss Francs]

City	Call Letters	Operator	Frequency in Kilocycles	Power In Watts
Basle	......	Societe Suisse de Radiodiffusion	1375	500
Bern	......	" " " "	1375	500
Beromunster	......	" " " "	556	100,000
Geneve	......	" " " "	442	1,300
Monte Ceneri	......	" " " "	1167	15,000
Sottens	......	" " " "	677	100,000
		SHORT WAVE STATIONS		
Prangins	HBF	Societe des Nations	18450	20,000
	HBJ	" " "	14535	
	HBL	" " "	9345	
	HBO	" " "	11402	
	HBP	" " "	7797	
	HBQ	" " "	6675	
Schwarzenburg	......	Societe Suisse de Radiodiffusion	6055 9535 11865 15305 17784 21520	25,000†

†Under construction. Log compiled as of Dec. 8, 1939.

TURKEY

[Receiving Sets, 61,677. Set Tax, 2-50 Turkish Pounds]

City	Call Letters	Operator	Frequency in Kilocycles	Power In Watts
Ankara	TAR	Direction Generale des P.T.T. (Government)	183	60,000† 120,000
		SHORT WAVE STATIONS		
Ankara	TAP	Direction Generale des P.T.T. (Government)	9465	20,000
"	TAQ	"	15195	20,000

Log compiled as of Dec. 8, 1939.
†Built to operate up to 120,000 watts, but actually broadcasting at 60,000 watts.

VATICAN CITY

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Vatican City	HVJ	Cite du Vatican	6190 9660 11740 17840 6030 9550 15120	25,000

YUGOSLAVIA

[Receiving Sets, 148,701. Set Tax, 300 Dinars]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Belgrade	......	*Radio A. D.	686	20,000
Ljubljana	......	*Radio Oddajna Postaja	527	5,000
Zagreb	......	*Radiostanica	1086	800
Skoplje	......	"	629	20,000†
Sarajevo	......	"	1240	20,000†
Split	......	"	1303	10,000†
Maribor	......	"	1420	5,000†
		SHORT WAVE STATIONS		
Belgrade	YUA	Bureau de Presse (Government)	6100	1,000
"	YUB	"	6100	10,000
	YUC	"	9505	
	YUD	"	9505	
	YUE	"	11735	
	YUF	"	15240	
	YUG	"	15240	

Log compiled as of Dec. 8, 1939.
†Under construction.

PREMIUMS AND CONTESTS

HELEN KING—17 E. 48th St., New York City. Telephone: Wickersham 2-1127. (Contests.)

KLIX SPECIALTY MFG. Co.—20 West 22nd St., New York City. Telephone: Gramercy 5-4350. Officials: Joseph Zalkind, president; Alfred W. Spitz, vice-president and general manager; Benjamin Zalkind, secretary-treasurer.

NATIONAL CONTEST & PREMIUM SERVICE—25 W. 45th St., New York City. Telephone: Longacre 3-2271. Officials: Lewis Kleid, president; Robert H. Lehman, vice-president. (Contest judging, premiums, booklets, etc.)

W. S. PONTON Inc.—635 Sixth Ave., New York City. Telephone: Academy 2-9224. (Premiums and contests for radio sponsors.)

RADIO & PUBLICATION CONTESTS Inc.—480 Lexington Ave., New York City. Telephone: Plaza 3-0158. Officials: Mortimer L. Van de Water, president; Jack Todd, vice-president; Al Purvis, secretary. (Contests, premiums and direct mail.)

ALFRED ROBBINS ORGANIZATION—33 W. 42nd St., New York City. Telephone: Lackawanna 4-5766. Manager: A. Robbins. (Advertising novelties, premiums.)

ELSIE N. RUSHMORE—551 Fifth Ave., New York City. Telephone: Murray Hill 2-3053. Executives: Elsie N. Rushmore, Mrs. William Meigs Jr. (Contests, market surveys.)

SALES CONTESTS Inc.—Talbott Realty Bldg., Dayton, O. Telephone: Adams 8154. Officials: N. L. Cramer, president; H. I. Cramer, sales promotion manager; L. A. Glynn, merchandising manager.

STUNTS Inc.—148 Lafayette St., New York City. Telephone: Canal 6-4450. President: Daniel H. Bedford Jr.

TREASURE CHEST PUBLICATIONS—303 Fourth Ave., New York City. Telephone: Gramercy 3-8171. Officers: William J. Glassmacher, president; B. Gobel, vice-president and treasurer. (Premiums, contests, merchandising.)

RADIO NEWS SERVICES

***ASSOCIATED PRESS**—Associated Press Bldg., 50 Rockefeller Plaza, New York City. Telephone: Circle 6-4111. Officials: Kent Cooper, general manager; William J. McCambridge, assistant general manager; Lloyd Stratton, assistant general manager; O. S. Gramlin, executive assistant, radio and membership.

CHRISTIAN SCIENCE MONITOR—1 Norway St., Boston, Mass. Telephone: Commonwealth 4330. Director of Broadcasting: Volney D. Hurd. Associates, William Stringer, Neal Stanford, Sydney Hayward, Everett Smith, Arthur Hilton.

***INTERNATIONAL NEWS SERVICE**—235 East 45th St., New York City. Telephone: Murray Hill 2-0131. Officials: Joseph V. Connolly, president; Barry Faris, Editor-in-chief; Walter Moss, sales manager; George T. Hargreaves, business manager.

***RADIO NEWS ASSOCIATION Inc.**—342 Madison Ave., New York City. Telephone: Murray Hill 2-3332. President: Frederick M. Harmon. (Affiliated with Transradio Press Service.)

***TRANSRADIO PRESS SERVICE Inc.**—342 Madison Ave., New York City. Telephone: Murray Hill 2-3332. Officers: Herbert S. Moore, president; Dixon Stewart, vice-president; W. G. Quisenberry, vice-president.

***UNITED PRESS ASSOCIATIONS**—220 East 42nd St., New York City. Telephone: Murray Hill 2-0400. Officials: Hugh Baille, president; Edwin Moss Williams, vice-president; Clem J. Randay, vice-president; Al F. Harrison, radio sales manager; Webb C. Artz, radio news manager.

** Indicates news is sold for commercial sponsorship.*

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for Results!

DIRECTORY OF OCEANIC BROADCASTING STATIONS

From Latest Data Obtainable from Radio Administrations in Each Country

**Denotes time is sold for advertising, according to best available information.*

AUSTRALIA

[Receiving Sets, 1,148,021. Annual License Fee, £1/1/-]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Adelaide	5AN	Government	890	500
"	5CL	Government	730	4,000
"	5AD	*Advertiser Newspapers Ltd.	1310	500
"	5DN	*Hume Broadcasters Ltd.	960	500
"	5KA	*Sport Radio Broadcasting Co. Ltd.	1200	500
Albury	2AY	*Amalgamated Wireless (A'sia) Ltd.	1480	200
Armidale	2AD	*New Zealand Broadcasters	1130	200
Atherton	4AT	*Atherton Tableland Broadcasters Pty. Ltd.	680	500
Ayr	4AY	*Ayr Broadcasters Pty. Ltd.	970	500
Ballarat	3BA	*Ballarat Broadcasters Pty. Ltd.	1320	500
Bathurst	2BS	*Bathurst Broadcasters Pty. Ltd.	1500	100
Bega	2BE	*Bega & Far South Coast Broadcasters Ltd.	1490	100
Bendigo	3BO	*Amalgamated Wireless (A'sia) Ltd.	970	300
Brisbane	4QG	Government	800	2,500
"	4QR	Government	940	500
"	4BC	*C'lth. Bcstg. Corp. (Queensland) Ltd.	1120	1,000
"	4BH	*Broadcasters (Aust.) Pty. Ltd.	1380	1,000
"	4BK	*Brisbane Bcstg. Co. Pty. Ltd.	1290	500
Broken Hill	2BH	*Radio Silver City Pty. Ltd.	570	100
Bundaberg	4BU	*Bundaberg Broadcasters Pty. Ltd.	1330	500
Burnie	7BU	*Burnie Bcstg. Service Pty. Ltd.	660	200
Cairns	4CA	*Amalgamated Wireless (A'sia) Ltd.	1000	300
Canberra	2CA	*Canberra Broadcasters Ltd.	1050	2,000
"	2CY	Government	850	10,000
Cessnock	2CK	*Coalfields Bcstg. Co. Pty. Ltd.	1460	300
Charleville	4VL	*Edward Gold	920	100
Charlton	3CV	*Central Victoria Broadcasters Pty. Ltd.	1470	200
Cooma	2XL	*Cooma Broadcasters Pty. Ltd.	920	100
Corowa	2CO	Government	670	7,500
Crystal Brook	5CK	Government	640	7,500
" "	5PI	*Midlands Bcstg. Services Ltd.	1040	2,000
Cumnock	2CR	Government	550	10,000
Deniliquin	2QN	*Deniliquin Bcstg. Co. Ltd.	1440	100
Derby	7DY	*North East Tasmanian Broadcasters Pty. Ltd.	1450	200
Dubbo	2DU	*Western Broadcasters Pty. Ltd.	660	150
Fremantle	6PM	*6PM Broadcasters Ltd.	1390	500
"	6PR	*Nicholsons Ltd.	880	500
Geelong	3GL	*Geelong Broadcasters Pty. Ltd.	1350	500
Geraldton	6GE	*Great Northern Broadcasters Ltd.	1370	500
Goulburn	2GN	*Goulburn Bcstg. Co. Pty. Ltd.	1390	200
Grafton	2NR	Government	700	7,000
"	2GF	*Grafton Broadcasting Co. Pty. Ltd.	1210	200
Griffith	2RG	*Irrigation Area Newspapers Pty. Ltd.	1070	100
Gunnedah	2MO	*2MO Gunnedah Ltd.	1370	100
Hamilton	3HA	*Western Province Radio Pty. Ltd.	1010	750
Horsham	3WV	Government	580	10,000
Hobart	7ZL	Government	600	2,000
"	7ZR	Government	1160	500
"	7HO	*Commercial Broadcasters Pty. Ltd.	860	500
"	7HT	*Metropolitan Broadcasters Pty. Ltd.	1080	500
Ipswich	4IP	*Ipswich Bcstg. Co. Pty. Ltd.	1440	100
Kalgoorlie	6GF	Government	720	2,000
"	6KG	*Goldfields Broadcasters (1933) Ltd.	1210	500
Katanning	6WB	*W. A. Broadcasters Ltd.	1070	2,000

AUSTRALIA—(Continued)

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Katoomba	2KA	*2KA Ltd.	780	1,000
Kempsey	2KM	*Radio Kempsey Ltd.	980	300
Kingaroy	4SB	*South Burnett Bcstg. Co. Ltd.	1060	2,000
Launceston	7NT	Government	710	7,000
"	7EX	*7EX Pty. Ltd.	1000	500
"	7LA	*Findlay & Wills Broadcasting Pty. Ltd.	1100	500
Lismore	2LM	*Richmond River Broadcasters Pty. Ltd.	900	500
Lithgow	2LT	*Lithgow Broadcasters Pty. Ltd.	1080	100
Little Plain	2NZ	*Northern Broadcasters Ltd.	1170	2,000
Longreach	4LG	*Central Western Bcstg. Co. Pty. Ltd.	1100	500
Lubeck	3LK	*Herald & Weekly Times Ltd.	1090	2,000
Mackay	4MK	*Mackay Broadcasting Service Pty. Ltd.	1390	100
Maryborough	4MB	*Maryborough Bcstg. Co. Pty. Ltd.	1400	200
Melbourne	3AR	Government	620	10,000
"	3LO	Government	770	10,000
"	3AK	*Melbourne Broadcasters Pty. Ltd.	1500	200
"	3AW	*3AW Broadcasting Co. Pty. Ltd.	1280	600
"	3DB.	*Herald & Weekly Times Ltd.	1030	600
"	3KZ	*Industrial Printing & Publicity Co.	1180	600
"	3UZ	*Nilsens Bcstg. Service Pty. Ltd.	930	600
"	3XY	*Station 3XY Pty. Ltd.	1420	600
Mildura	3MA	*Sunraysia Broadcasters Pty. Ltd.	1360	200
Mount Gambier	5SE	*South Eastern Bcstg. Co. Ltd.	1370	100
Mudgee	2MG	*Mudgee Bcstg. Co. Pty. Ltd.	1450	100
Murray Bridge	5MU	*Murray Bridge Bcstg. Co. Ltd.	1460	100
Murwillumbah	2MU	*Tweed Radio & Bcstg. Co. Pty. Ltd.	1470	100
Newcastle	2NC	Government	1230	2,000
"	2HD	*Airsales Broadcasting Co. Pty. Ltd.	1140	500
"	2KO	*Newcastle Broadcasting Co. Pty. Ltd.	1410	500
Northam	6AM	*6AM Broadcasters Ltd.	980	2,000
Oakey	4AK	*Brisbane Broadcasting Pty. Ltd.	1220	2,000
Orange	2GZ	*Country Bcstg. Services Ltd.	990	2,000
Parkes	2PK	*Parkes Bcstg. Co. Pty. Ltd.	1400	200
Perth	6WF	Government	690	3,500
"	6IX	*West Australian Newspapers Ltd.	1240	500
"	6ML	*W. A. Broadcasters Ltd.	1130	500
"	6WN	Government	790	500
Port Augusta	5AU	*Port Augusta Bcstg. Co. Ltd.	1400	200
Port Moresby (Papua)	4PM	*Amalgamated Wireless (A'sia) Ltd.	1360	100
Queenstown	7QT	*West Coast Broadcasters Pty. Ltd.	680	300
Renmark	5RM	*River Murray Broadcasters Ltd.	810	2,000
Rockhampton	4RK	Government	910	2,000
"	4RO	*Rockhampton Bcstg. Co. Pty. Ltd.	1080	200
Roma	4ZR	*Maranoa Bcstg. Co. Ltd.	1490	100
Sale	3TR	*Broadcast Entertainments Pty. Ltd.	1240	1,000
"	3GI	Government	830	7,000
Shepparton	3SR	*The Argus Bcstg. Services Pty. Ltd.	1260	2,000
Singleton	2HR	*Hunter River Broadcasters Pty. Ltd.	680	300
Swan Hill	3SH	*Swan Hill Broadcasting Co.	1330	200
Sydney	2BL	Government	740	3,000
"	2FC	Government	610	10,000
"	2CH	*New South Wales Council of Churches Service	1190	1,000
"	2GB	*Broadcasting Station 2GB Pty. Ltd.	870	1,000
"	2KY	*The Labour Council of New South Wales	1020	1,000
"	2SM	*Catholic Broadcasting Co. Pty. Ltd.	1270	1,000

AUSTRALIA—(Continued)

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Sydney	2UE	*Radio 2UE Sydney Pty. Ltd.	950	1.000
"	2UW	*C'lth. Broadcasting Pty. Ltd.	1110	750
Tamworth	2TM	*Tamworth Radio Development Co. Ltd.	1300	2.000
Toowoomba	4GR	*Gold Radio Service Pty. Ltd.	1000	500
Townsville	4QN	Government	630	7.000
"	4TO	*Amalgamated Wireless (A'sia) Ltd.	780	200
Ulverstone	7UV	*Northern Tasmanian Bcstg. Pty. Ltd.	900	300
Wagga	2WG	*Riverina Broadcasting Co. Pty. Ltd.	1150	2.000
Wagin	6WA	Government	560	10.000
Warragul	3UL	*The Argus Bcstg. Services Pty. Ltd.	880	200
Warrnambool	3YB	*The Argus Bcstg. Services Pty. Ltd.	1210	200
Warwick	4WK	*Warwick Bcstg. Co. Pty. Ltd.	880	100
Wollongong	2WL	*Wollongong Broadcasting Co. Pty. Ltd.	1430	500
Young	2LF	*Young Broadcasters Pty. Ltd.	1340	300
		SHORT WAVE STATIONS		
Braybrook	VK3ME	Amalgamated Wireless (A'sia) Ltd.	9500	3.500
Melbourne	VLR	Government	9580 11880	2.000
Perth	VK6ME	Amalgamated Wireless (A'sia) Ltd.	9590	400
Sydney	VK2ME	Amalgamated Wireless (A'sia) Ltd.	9590	16.000

Log compiled as of Dec. 8, 1939.

Number in call letters indicates state where station is located. Key: 2—New South Wales; 3—Victoria; 4—Queensland; 5—South Asutralia; 6—Western Australia; 7—Tasmania. (Station 7PM is located at Port Moresby, Papua, which is in the Queensland administrative area.)

NEW ZEALAND

[Receiving Sets, 322,823. Annual License Fee, £NZ1:5s]

Auckland	1YA	Government	650	10,000
"	1YX	Government	880	100
"	1ZB	*Government	1090	1,000
"	1ZM	Government	1250	750
Christchurch	3YA	Government	720	10,000
"	3YL	Government	1200	250
"	3ZB	*Government	1430	1,000
Dunedin	4YA	Government	790	10,000
"	4ZB	*Government	1220	1,000
"	4ZD	Otago Radio Assn.	1010	20
"	4YO	Government	1140	200
Gisborne	2ZJ	C. T. C. Hands (Government owned)	980	250
"	2ZM	P. R. Stevens " "	1180	120
Greymouth	3ZR	Government	940	100
Invercargill	4YZ	Government	680	5,000
Napier	2YH	Government	760	5,000
Nelson	2YN	Government	920	30
New Plymouth	2YB	North Taranaki Radio Society (Government owned)	810	100
Palmerston Nth.	2ZA	*Government	1400	100
Wellington	2YA	Government	570	60,000
"	2YC	Government	840	5,000
"	2YD	Government	990	200
"	2ZB	*Government	1120	1,000
Traveling Rail Car	5ZB	*Government	1360	250

Log compiled as of Dec. 8, 1939.

CROWN COLONY OF FIJI

[Receiving Sets, 982. Annual License Fee, £1:5s]

Suva	ZJV	*Fiji Broadcasting Co. Ltd.	920	400
		SHORT WAVE STATION		
Suva	VPD2	*Amalgamated Wireless (A'sia) Ltd.	9540	10,000

Log compiled as of Dec. 8, 1939.

TAHITI, SOCIETY ISLANDS (French Oceania)

[Receiving Sets, 380. Set Tax, 20 Francs]

Papeete	FO8AA	Radio Club de Tahiti	7200	200

Log compiled as of Dec. 8, 1939.

FOREIGN BROADCASTING REPRESENTATIVES IN U. S.

BRITISH BROADCASTING CORP.—London. North American Representative: Felix Greene, 620 Fifth Ave., New York City. Telephone: Circle 7-0630.

HOWARD C. BROWN Co.—American Representative: 2UE, Sydney, Australia; 3XY, Melbourne, Australia; CR7AA, CR7BH and CR7AB, South Africa; Australia Radio Publications Pty. Ltd.

CANADIAN BROADCASTING Corp.—United States Representative: Mrs. H. L. Swabey, 159 E. 57th St., New York City. Telephone: Eldorado 5-4961.

MELCHOR GUZMAN Co. Inc.—Time & Life Bldg., New York City. Telephone: Circle 7-2450. (Represents various stations in Argentina.)

MACQUARIE NETWORK — 2GB-2UE, Sydney, Australia. American Representative: Ralph L. Power, Van Nuys Bldg., Los Angeles, Cal. Telephone: Madison 5617.

RADIO CITE, PARIS—(Compagnie Nationale de Radiodiffusion.) American Representative: Bernard Musnik, 366 Madison Ave., New York City. Telephone: Murray Hill 2-0118.

REICHS - RUNDFUNK - GESELLSCHAFT, Berlin — American Representative: Kurt G. Sell, Barr Bldg., Washington, D. C. Telephone: Republic 0855.

FOREIGN BROADCASTING ASSOCIATIONS

ASOCIATION DE BROADCASTERS ARGENTINOS — (Argentine Broadcasters Association), Diagonal R. S. Pena 760-3 Erpiso-D, Buenos Aires, Argentina. Telephone: M. T. 35-4285.

AUSTRALIAN FEDERATION OF COMMERCIAL BROADCASTING STATIONS—29 Bligh St., Sydney, N. S. W., Australia. Telephone: B-7876. President: A. E. Bennett.

CANADIAN ASSOCIATION OF BROADCASTERS — Metropolitan Bldg., Toronto, Ont. Telephone: Elgin 5623. Officers: Harry Sedgwick, CFRB, Toronto, president; H. Gordon Love, CFCN, Calgary, vice-president; T. Arthur Evans, secretary-treasurer. Directors: F. H. Elphicke, CJCA, Edmonton; Harry McLaughlin, CJRC, Winnipeg; Phil Lalonde, CKAC, Montreal; Henry Gooderham, CKCL, Toronto; Maj. William C. Borrett, CHNS, Halifax.

COMITE INTERNATIONAL DE LA RADIOELECTRICITE—(International Committee on Radio), 30 Rue du General Foy, Paris, France, VIII-E. Secretary-General: Robert Homburg. Telephone: Laborde 25-28.

PRIMERA CADENA ARGENTINA DE BROADCASTING (Jaime Yankelevich radio interests in Argentina)—1560 Broadway, New York City. Representative: Fally Markus. Telephone: Bryant 9-2890.

SOUTH AMERICAN BROADCASTING UNION—Palacio Salvo 5, Piso-Escrit 3, 7 & 11, Montevideo, Uruguay. Telephone: U.T.E. 8-4456. Cable Address: USARD-Montevideo. Director: Rafael J. Abella.

UNION INTERNATIONAL DE RADIODIFUSION — (International Broadcasting Union), 51 Quai Wilson, Geneva, Switzerland. Telephone: Geneva 2-90-55. Cable address: Interadio-Geneve. Secretary-General: Arthur R. Burrows.

U. S. BROADCASTING REPRESENTATIVES ABROAD

Columbia Broadcasting System

London, England: 14 Langham Place. Telephone: Langham 1166. Cable Address: Columbia-London. Director of European Office: Edward R. Murrow. Assistant: Bill Henry.

Geneva, Switzerland: 29 Avenue de Miremont. Telephone: Geneva 5-3567. Cable Address: Columbia-Geneva. Chief of Continental Representatives: William L. Shirer.

Paris, France: Vendome Hotel. Cable Address: Vendomotel. Director of Paris Office: Thomas B. Grandin. Assistant: Eric Sevareid.

Berlin, Germany: Adlon Hotel. Cable Address: Adlon-Berlin. Chief of Continental Representatives: William L. Shirer. Assistant: Russell Hill.

Helsinki, Finland: William L. White.

National Broadcasting Co.

London, England: Electra House, Victoria Embankment. Cable Address: Natbrocast-London. Chief of London Office: Fred B. Bate.

Basle, Switzerland: 31 Aeschengraben. Telephone: 31-250. Cable Address: Natbrocast, Basle. Chief of Continental Office: Max A. Jordan.

Berlin, Germany: Hotel Esplanade. Cable Address: Natbrocast-Berlin. Representative: Warren Irwin.

Paris, France: 4 Rue Isabey. Cable Address: Natbrocast-Paris. Representative: Paul Archinard.

Rome, Italy: Quirinal Hotel. Cable Address: Natbrocast-Rome. Representative: Phillips McKenzie.

Moscow, Russia: Staro Pimenovsky, Per. 14, Kv. 17. Telephone: KI-18-18. Cable Address: Natbrocast-Moscow. Representative: Herman Habicht.

Shanghai, China: Sassoon Arcade, Nanking Road. Cable Address: Radiocorp-Shanghai. Representative: Floyd R. James.

Tokyo, Japan: Nisshin Seimi Bldg., Otemachi. Cable Address: Radiocorp-Tokyo. Representative: J. F. Harris.

Mutual Broadcasting System

London Representative: John Steele, Underdowns, Chaldon Way, Coulsdon, Surrey, England. Telephone: Downland 176. Cable Address: Steele Underdowns Coulsdon. Assistant: Arthur Mann.

Paris, France: 25-27 Rue Pigalle. Telephone: Trinite 18.96. Cable Address: Touradio Rueil Paris. Representative: Waverly Root. Assistant: Victor Lusinchi.

Berlin, Germany: Chicago Tribune office. Cable Address: Chicatrib-Berlin. Representative: Sigrid Schultz.

Rome, Italy: Chicago Tribune office. Cable Address: Tribnews. Representative: James Minifie.

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LANG-WORTH, Inc.
New York, N. Y.

DIRECTORY OF ASIATIC BROADCASTING STATIONS

From Latest Data Obtainable from International Broadcasting Union's Control Center, Brussels, Belgium, and from Radio Administrations of Some Countries

**Denotes time is sold for advertising, according to best available information.*

BRITISH INDIA

[Receiving Sets, 79,580. Set Tax, 10 Rupees]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Allahabad	VUA	Agricultural Institute	1071	100
Bombay	VUB	All-India Radio	1231	1,500
Calcutta	VUC	" "	810	1,500
Dacca	VUY	" "	1167	5,000
Dehra Dun	VUU	Village Assn.	1333	250
Delhi	VUD	All-India Radio	886	20,000
Lahore	VUL	" "	1086	5,000
Lucknow	VUW	" "	1022	5,000
Madras	VUM	" "	1420	250
Peshawar	VUP	" "	1500	250
Trichinopoly	VUT	" "	758	5,000
		SHORT WAVE STATIONS		
Bombay	VUB2	All-India Radio	4880 9550	10,000
Calcutta	VUC2	" "	4840 9530	10,000
Delhi	VUD2	" "	4960 9590	10,000
"	VUD3	" "	9590 15290	10,000
Madras	VUM2	" "	4920 11870	10,000

Log compiled as of Dec. 8, 1939.

BURMA

[Receiving Sets, 3,029. Set Tax, 10 Rupees Annually]

Rangoon	XZZ	Government of Burma	3488	75
"	XYZ	" " "	6007	1,200‡

‡To be replaced by station of 10,000 watts. Log compiled as of Dec. 8, 1939.

CEYLON

[Receiving Sets, 6,013. Set Tax, 10 Rupees Annually]

Colombo	ZOH	Post & Telegraph Department	700	5,000
"	ZOI	" "	6160	300

Log compiled as of Dec. 8, 1939.

CHINA †

[Receiving Sets, 600,000.† No Set Tax]

Canton	XGOK	....	750 12065	1,000
"	XHLA	....	90	100
"	XKRA	....	1100	200
Chungking	XGOA	....	600	75,000
Shanghai	XMHD	....	1420	1,000
"	XQHC	....	1300	2,000
"	XMHA	*445 Race Course Road	600 11910	1,000
		SHORT WAVE STATIONS		
Chungking	XGOY	Administration of Central Broadcasting Stations	9500 11910	35,000
	XGOX	" "	15190 17800	35,000
Hankow	XGSA	" "	7010	......

†Due to military occupation and seizure of stations, no complete record of existing stations is available. Log compiled as of Dec. 8, 1939.

IRAQ

[Receiving Sets, 10,000. Set Tax, 500 Fils]

Bagdad	HNF	Director General of Posts and Telegraphs	9845	5,000

Log compiled as of Dec. 8, 1939.

DUTCH EAST INDIES

[Receiving Sets, 84,512. Set Tax, 1.50 Florins Monthly]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
		SHORT WAVE STATIONS		
Bandoeng	PLP	Netherlands Indian Radio Broadcasting Co.	11000	1,500
"	PMH	"	6720	1,500
"	PMN	"	10260	1,500
"	YDC	"	15150	1,500
"	YDD	"	6040	200
Batavia	YDA	"	3040 7295	10,000
Medan	YDX	"	4855 7210	500
Surabaya	YDB	"	9550 15310	1,000
"	YDF	"	4945	5,000

Log compiled as of Dec. 8, 1939.

FRENCH INDO CHINA

[Receiving Sets, 4,500. Set Tax, 1.8-24 Piastres]

Saigon	......	*Radio Boy-Landry‡	6200 9800 11700	100-200
"	......	*Radio-Saigon (Government)‡	1000 6116 11780	100-200
"	......	Philco Radio (Compagnie Indo-chinoise de Radiophonie)	4930 11830	100-200

Log compiled as of Dec. 8, 1939.

‡By order of the Governor General, issued Oct. 4, 1939, these stations may be required to discontinue broadcasting at any time.

HONGKONG

[Receiving Sets, 12,300. Set Tax, HK $12 Annually]

Hong Kong	ZBW	Colonial Government	845	2,000
" "	ZEK	" "	640	2,000
		SHORT WAVE STATIONS		
Hong Kong	ZBW2	Colonial Government	6090	2,500
" "	ZBW3	" "	9525	2,500
" "	ZBW4	" "	15190	2,500
" "	ZBW5	" "	17755	2,500

Log compiled as of Dec. 8, 1939.

JAPAN

[Receiving Sets, 4,338,517. Set Tax, 50 Sen Monthly‡]

JAPAN PROPER, CHOSEN (KOREA) & TAIWAN (FORMOSA)

Akita	JOUK	Nippon Hoso Kyokai (Japan Broadcasting Corp.)	650	300
Asahikawa	JOCG	" " "	700	300
Fukui	JOFG	" " "	1020	300
Fukuoka	JOLK	" " "	910	500
Fusan, Chosen	JBAK	Chosen Hoso Kyokai	1030	250
Hakodate	JOVK	Nippon Hoso Kyokai	630	500
Hamamatsu	JODG	" " "	1100	500
Heijo	JBBK	Chosen Hoso Kyokai	820 (Jap.) 1090 (Kor.)	500
Hirosaki	JORG	Nippon Hoso Kyokai	840	300
Hiroshima	JOFK	" " "	830	10,000
Kagoshima	JOHG	" " "	1050	500
Kanazawa	JOJK	" " "	610	3,000
Kanko	JBDK	Chosen Hoso Kyokai	1050	250
Keijo	JODK	Nippon Hoso Kyokai	710 970	10,000 50,000

JAPAN—(Continued)

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Kochi	JORK	Nippon Hoso Kyokai	720	500
Kofu	JOKG	" " "	800	500
Kokura	JOSK	" " "	740	1,000
Kumamoto	JOGK	" " "	790	10,000
Kushiro	JOPG	" " "	1010	100
Kyoto	JOOK	" " "	1070	300
Matsumoto	JOSG	" " "	960	500
Matsuye	JOTK	" " "	670	500
Miyazaki	JOMG	" " "	600	500
Morioka	JOQG	" " "	880	500
Nagano	JONK	" " "	1040	500
Nagasaki	JOAG	" " "	930	500
Nagoya	JOCK	" " "	730 990	10,000
Niigata	JOQK	" " "	920	500
Obihiro	JOOG	" " "	950	500
Okayama	JOKK	" " "	630	500
Osaka	JOBK	" " "	690 940	10,000
Riri	JBFK	Chosen Hoso Kyokai	570	500
Sapporo	JOIK	Nippon Hoso Kyokai	810	10,000
Seishin	JBCK	Chosen Hoso Kyokai	850	10,000
Sendai	JOHK	Nippon Hoso Kyokai	770	10,000
Shizuoka	JOPK	" " "	780	500
Taichu, Taiwan	JFCK	Taiwan Sotokufu Kotsukyoku	580	1,000
Taihoku, Taiwan	JFAK	" " "	750	10,000
Tainan, Taiwan	JFBK	" " "	720	1,000
Tokyo	JOAK	Nippon Hoso Kyokai	590 870	150,000
Tokushima	JOXK	" " "	980	500
Tottori	JOLG	" " "	890	500
Toyama	JOIG	" " "	1060	500
Yamagata	JOJG	" " "	1080	500
		SHORT WAVE STATIONS		
Taihoku	JIE2	Taiwan Sotokufu Kotsukyoku	9695	10,000
Tokyo	JVW	Nippon Hoso Kyokai	7257.5	50,000
	JLG	" " "	7285	
	JZI	" " "	9535	
	JLT2	" " "	9645	
	JLG3	" " "	11705	
	JZJ	" " "	11800	
	JLU3	" " "	15135	
	JZK	" " "	15160	
	JZL	" " "	17785	
"	JVW3	" " "	11725	50,000

Log compiled as of Dec. 8, 1939.

‡Set tax in Chosen, 75 Sen monthly. According to official statistics there were 128,844 receiving sets in Chosen, as of March 31, 1939. Set tax in Taiwan (Formosa) is 1 yen monthly; number of sets, as of March 31, 1939, was 45,980.

MANCHUKUO †

[Receiving Sets, 182,911. Set Tax, 1 Yen Monthly]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Dairen	JQAK	*Manchuria Tel. & Tel. Co.	760 1065	1,000
Harbin	MTFY	* " " " " "	674	3,000
Hsinking No. 1	MTCY	* " " " " "	560	10,000
" No. 2	MTCY	* " " " " "	180	100,000
Mukden	MTBY	* " " " " "	890 1250	1,000
		SHORT WAVE STATION		
Hsingking	MTCY	Manchuria Tel. & Tel. Co.	6125 9545 11775 15200	20,000

†In addition to this group 14 low power stations are noted for Manchuria, all of which have powers of 100 watts or less. Log compiled as of Dec. 8, 1939.

PALESTINE

[Receiving Sets, 40,400. Set Tax, $3 Annually]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Jerusalem	ZJM	Palestine Broadcasting Service (Government)	668	20,000

Log compiled as of Dec. 8, 1939.

SIAM

[Receiving Sets, 29,564. Set Tax, 5 to 10 Baht]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Bangkok	HS7PJ	*Post & Telegraph Department	825.7	10,000
		SHORT WAVE STATION		
Bangkok	HS8PJ HS6PJ	*Post & Telegraph Department	9510 19020	10,000

Log compiled as of Dec. 8, 1939.

STRAITS SETTLEMENTS AND FEDERATED MALAY STATES

[Receiving Sets, 9,831. Set Tax, 12 Straits Dollars]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Singapore	ZHL	*British Malay Bcstg. Corp.	1333	2,000
		SHORT WAVE STATIONS		
Kuala Lumpur	ZGE	Post & Telegraph Department	6135	300
Penang	ZHJ	Penang Wireless Society	6080	50
Singapore	ZHP	*British Malay Bcstg. Corp.	9690	500

Log compiled as of Dec. 8, 1939.

SYRIA

[Receiving Sets, 20,000. No Set Tax]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Beirut	Radio-Levant	French Radio-Orient Co.	1086	4,000

Log compiled as of Dec. 8, 1939.

DIRECTORY OF AFRICAN BROADCASTING STATIONS

From Latest Data Obtainable from International Broadcasting Union's Control Center, Brussels, Belgium and from Radio Administrations of Some Countries

**Denotes time is sold for advertising, according to best available information.*

ALGERIA

[Receiving Sets, 102,769. Set Tax, 15 to 200 Francs]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Algiers	......	Gouvernement General de l'Algerie	941	11,500‡

Log compiled as of Dec. 8, 1939.

‡To be replaced by 120,000 watt station.

ANGOLA

[Receiving Sets, 3,000. No Set Tax]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Benguella	CR6RD	Radio Club de Benguella	10955	.....
Lobito	CR6AA	Alvaro de Cavalho	7174	50
"	CR6RS	Radio Club de Sul de Angola	14629	40
Luanda	CR6RC	Radio Club de Angola	11740	50

Log compiled as of Dec. 8, 1939.

AZORES

[Receiving Sets, 1,200. Set Tax, 6 Escudos Monthly]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Ponta Delgadá	CT2AJ	Joao Soares, Jr.	4000	50

Log compiled as of Dec. 8, 1939.

BELGIAN CONGO

[Receiving Sets, 2,150. Set Tax, 120 Francs]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Leopoldville	OQ2AA	Radio-Leo	6140 9525 15175	50

Log compiled as of Dec. 8, 1939.

CANARY ISLANDS

[Receiving Sets, 5,000. Set Tax, 12 to 100 Pesetas]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Las Palmas	EAJ50	*Inter-Radio, Martin & Co.	1100	200
" "	EA8AE	Inter-Radio	7000– 7300 14000–14200	200
Santa Cruz de Tenerife	EAJ43	*Radio Club de Tenerife	7500	200
Santa Cruz de Tenerife	......	Government	10365	20,000

Log compiled as of Dec. 8, 1939.

XUM

EGYPT

[Receiving Sets, 85,531. Set Tax, P.T.80 Plus P.T.5 per Tube]

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Alexandria	I	Egyptian State Broadcasting	1122	1,000
"	II	" " "	1429	1,000
Assiut‡	......	" " "	731	1,000
Cairo	I	" " "	620	20,000
"	II	" " "	1348	1,000
		SHORT WAVE STATION		
Cairo	SUX	Egyptian State Broadcasting	7865	10,000

Log compiled as of Dec. 8, 1939.
‡Relays Arabic programs only.

FRENCH WEST AFRICA

[Receiving Sets, 1,529. No Set Tax]

Dakar	......	Radio A. O. F.	8800	......

Log compiled as of Dec. 8, 1939.

ITALIAN EAST AFRICA

Asmara	IVY	Government	8900	10,000
Addis Ababa	I2AA	E. I. A. R.	9650	1,000‡

‡To be increased to 10,000 watts. Log compiled as of Dec. 8, 1939.

KENYA

[Receiving Sets, 3,000. Set Tax, 30 Shillings]

Nairobi	VQ7LO	*Cable & Wireless Ltd.	857	1,500
		SHORT WAVE STATION		
Nairobi	VQ7LO	*Cable & Wireless Ltd.	6080	600

Log compiled as of Dec. 8, 1939.

LIBYA

Tripoli	I1TP	E. I. A. R.	1104	50,000

Log compiled as of Dec. 8, 1939.

MADAGASCAR

[Receiving Sets, 1,800]

Tananarive‡	......	Administration des P. T. T.	6060 9695	500

Log compiled as of Dec. 8, 1939.

MADEIRA

[Receiving Sets, 1,200. Set Tax, 6 Escudos Monthly]

Funchal	CS2ZV	Gabriel Ornelas	1411	100

Log compiled as of Dec. 8, 1939.

MARTINIQUE

[Receiving Sets, 3,500. No Set Tax]

Martinique‡	......	Edouard Boullanger, Fils	1500	200
		SHORT WAVE STATION		
Fort-de-France‡	......	*Radio Martinique	9700	1,500

Log compiled as of Dec. 8, 1939.
‡Reported both stations have suspended operation under war regulations.

MOROCCO—(French)

[Receiving Sets, 39,405. Set Tax, 15-200 Francs]

Rabat	......	Government	601	25,000
"	CNR	"	8035 12830	12,000

Log compiled as of Dec. 8, 1939.

MOZAMBIQUE

[Receiving Sets, 4,000. Set Tax, Escudos 30$00-60$00]

SHORT WAVE STATIONS

City	Call Letters	Operator	Frequency in Kilocycles	Power in Watts
Lourenco Marques	CR7AA	*Radio Club de Mocambique	6135	250
" "	CR7BD	* " " " "	15250	600
	CR7BE	* " " " "	9645	
" "	CR7BF	* " " " "	11835	10,000‡
	CR7BG	* " " " "	15285	
	CR7BI	* " " " "	17915	

‡Under construction. Log compiled as of Dec. 8, 1939.

REUNION ISLAND

[Receiving Sets, 500]

St. Denis	......	Administration des P. T. T.	625	160
		SHORT WAVE STATION		
St. Denis	......	Administration des P. T. T.	4807 9615	80

Log compiled as of Dec. 8, 1939.

SOUTHERN RHODESIA

[Receiving Sets, 8,445. Set Tax, 10 Shillings]

Bulawayo	ZEB4	Government	619	570
Salisbury	ZEC	"	682	600
		SHORT WAVE STATIONS		
Bulawayo	ZEB2	Government	6148	325
Salisbury	ZEA2	"	6000	325

Log compiled as of Dec. 8, 1939.

TUNISIA

[Receiving Sets, 25,431. Set Tax, 20-200 Francs]

Tunis (Djedeida)	......	Government	868	20,000‡

‡To be increased to 120,000 watts. Log compiled as of Dec. 8, 1939.

UNION OF SOUTH AFRICA

[Receiving Sets, 213,384. Set Tax, £1.0 Od to £1.5 Od]

Bloemfontein	ZTE	South African Broadcasting Corp.	808.6	500
Capetown	ZTC	" " " "	600	10,000
Durban	ZTD	" " " "	749.6	500
Grahamstown	ZTU	" " " "	560	10,000
Johannesburg	ZTJ	" " " "	645	10,000
"	.....	" " " "	780	200
Pietermaritzburg	ZTX	" " " "	697.7	10,000
Pretoria	ZTP	" " " "	952.38	50
		SHORT WAVE STATIONS		
Durban	ZRO ZRD ZTD	South African Broadcasting Corp.	9755 6165 4870	300
Johannesburg	ZRG ZRH	" " " "	9523 6007	5,000
"	ZRJ	" " " "	6097	300
Capetown	ZRK ZRL	Overseas Communications	6100 9615	5,000

Log compiled as of Dec. 8, 1939.

Radio Polls, Awards and Citations: 1939

'Radio Guide' Popularity Poll of June, 1939

Based on 729,000 Votes Cast

Star of Stars—Nelson Eddy, 24.2; Jessica Dragonette, 15.9; Edgar Bergen (Charlie McCarthy), 12.6; Jack Benny, 12.4; Don Ameche, 10.6; Bing Crosby, 10.5; Lanny Ross, 3.9; Joan Blaine, 2.3; Orson Welles, 2.1; Jack Baker, 1.9; Rudy Vallee, 1.5; Kate Smith, 1.4.

Man Singer of Popular Songs—Bing Crosby, 36.1; Kenny Baker, 27.0; Lanny Ross, 10.7; Don Ameche, 6.3; Jack Baker, 4.7; Frank Parker, 3.7; Rudy Vallee, 3.6; Dick Powell, 2.2; Jerry Cooper, 1.7; Harry Babbitt, 1.4; Frank Munn, 0.9; Skinny Ennis, 0.6.

Musical Program—Ford Sunday Evening Hour, 34.3; Waltz Time, 14.1; Hit Parade, 10.5; Voice of Firestone, 7.5; N. Y. Philharmonic, 6.4; 99 Men and a Girl, 6.2; American Album of Familiar Music, 5.7; Manhattan Merry-Go-Round, 4.3; NBC Symphony, 3.3; Metropolitan Opera, 2.5; Radio City Music Hall, 2.4; Cities Service Concert, 2.1.

Woman Singer of Classical Songs—Margaret Speaks, 23.4; Jessica Dragonette, 22.1; Gladys Swarthout, 10.9; Jeanette MacDonald, 9.5; Miliza Korjus, 8.8; Jean Dickenson, 7.7; Lucille Manners, 7.0; Lily Pons, 3.7; Grace Moore, 2.2; Rose Bampton, 1.9; Kirsten Flagstad, 1.8; Muriel Wilson, 0.9.

Woman Singer of Popular Songs—Kate Smith, 36.6; Frances Langford, 20.1; Virginia Simms, 13.5; Dorothy Lamour, 13.3; Hildegarde, 4.6; Annette King, 3.8; Judy Starr, 1.5; Fran Allison, 1.4; Joan Edwards, 1.3; Kay St. Germain, 1.2; Connie Boswell, 1.1; Muriel Wilson, 1.1.

Man Singer of Classical Songs—Nelson Eddy, 54.3; Richard Crooks, 10.8; Lawrence Tibbett, 9.6; John Carter, 6.8; Donald Dickson, 6.1; Lanny Ross, 6.0; John Charles Thomas, 1.7; Jack Baker, 1.2; Frank Munn, 0.9; Fred Hufsmith, 0.7; Lauritz Melchior, 0.6; James Melton, 0.6.

Announcers—Don Wilson, 28.4; Ken Carpenter, 21.8; Milton J. Cross, 15.9; Harry VonZell, 6.7; Graham McNamee, 5.9; Ford Bond, 5.8; Ted Husing, 3.8; Ken Niles, 2.8; Ralph Edwards, 2.5; Bob Brown, 2.3; Ben Grauer, 1.9; Fred Uttal, 1.6.

Man Commentator — Lowell Thomas, 33.8; Walter Winchell, 15.3; H. V. Kaltenborn, 14.8; Boake Carter, 10.6; Jimmie Fidler, 9.4; Edwin C. Hill, 9.3; Paul Sullivan, 2.7; Fort Pearson, 1.1; Gabriel Heatter, 0.9; Fulton Lewis jr., 0.6; Deems Taylor, 0.5; Bob Trout, 0.5.

Comedian—Bergen-McCarthy, 39.1; Jack Benny, 23.1; Bob Hope, 9.8; Eddie Cantor, 7.6; Fibber McGee, 7.2; Fred Allen, 4.8; Bob Burns, 3.0; Abbott & Costello, 1.8; Al Pearce, 1.1; Ransom Sherman, 0.8; Frank Morgan, 0.7; Robert Benchley, 0.4.

Radio Actor—Don Ameche, 45.1; Orson Welles, 17.3; Les Tremayne, 9.6; Charles Boyer, 9.3; Edward G. Robinson, 4.0; Hugh Studebaker, 2.7; Raymond Johnson, 2.5; Phil Lord, 2.3; Lanny Ross, 2.2; Martin Gabel, 1.3; Pat Murphy, 1.2; Michael Raffetto, 1.0.

Woman Commentator—Dorothy Thompson, 57.2; Kate Smith, 28.3; Mary Margaret McBride, 9.4; Kathryn Cravens, 2.5; Eleanor Roosevelt, 1.5; Hedda Hopper, 0.4; Nellie Revell, 0.1; Adelaide Hawley, 0.1; Dorothy Parker, 0.1; Elizabeth Arnold, 0.1; Lisa Sergio, 0.1; Radie Harris, 0.1.

Dramatic Program—Lux Radio Theater, 30.5; One Man's Family 28.5; Campbell Playhouse, 11.6; Big Town, 7.7; First Nighter, 7.2; Vic & Sade, 4.7; Woodbury Playhouse, 3.2; Silver Theater, 2.2; Second Husband, 1.6; Bachelor's Children, 0.9; Big Sister, 0.8; Guiding Light, 0.6.

Radio Actress—Claire Trevor, 23.8; Barbara Luddy, 18.3; Joan Blaine, 14.2; Alice Frost, 8.8; Helen Menken, 8.3; Helen Hayes, 8.0; Anne Seymour, 5.8; Betty Winkler, 4.3; Kathleen Wilson, 4.2; Patricia Dunlap, 1.6; Irene Rich, 1.2; Marjorie Hannan, 1.2.

Audience Participation — Kay Kyser's Klass, 42.0; Information Please, 26.5; Battle of the Sexes, 12.2; Professor Quiz, 7.5; True or False, 3.8; Vox Pop, 3.1; Ask-It-Basket, 1.4; We, the People, 0.9; Uncle Jim's Question Bee, 0.8; Hobby Lobby, 0.4; What's My Name?, 0.4; Dr. I. Q., 0.4.

Variety Program — Chase & Sanborn, 36.3; Kraft Music Hall, 15.9; Good News, 10.7; Kate Smith, 7.6; Magic Key, 6.3; Breakfast Club, 6.2; Jello, 5.2; Rudy Vallee Hour, 5.0; Circle, 2.8; Texaco Star Theater, 1.4; Town Hall Tonight, 1.2; Fibber McGee & Molly, 0.7.

Master of Ceremonies — Don Ameche, 36.5; Bing Crosby, 19.9; Don McNeill, 13.9; Robert Young, 11.9; Jack Benny, 4.9; Dick Powell, 3.4; Rudy Vallee, 2.4; Fred Allen, 1.5; Walter O'Keefe, 1.5; Clifton Fadiman, 1.2; Ransom Sherman, 1.1; Basil Rathbone, 0.9.

Children's Programs—Lone Ranger, 23.6; Ireene Wicker's Musical Plays, 20.1; Coast to Coast on a Bus, 17.1; Let's Pretend, 16.1; Little Orphan Annie, 5.2; Dick Tracy, 4.3; Malcolm Claire, 3.5; Don Winslow of the Navy, 2.9; Kaltenmeyer's Kindergarten, 2.8; Jack Armstrong, 1.9; Horn & Hardart's Children's Hour, 1.0; March of Games, 1.0.

Educational Programs—American School of the Air, 27.9; Great Plays, 13.2; Music Appreciation Hour, 13.0; World Is Yours, 12.7; America's Town Meeting, 10.4; U. of C. Round Table Discussion, 8.3; Information Please, 3.4; Men Against Death, 2.6; Cavalcade of America, 2.2; People's Platform, 2.1; National Farm & Home Hour, 2.0; Nation's School of the Air, 1.2.

Serial Dramatic Program—One Man's Family, 49.2; Big Sister, 10.2; Bachelor's Children, 8.7; Guiding Light, 6.4; Road of Life, 6.0; Valiant Lady, 3.3; Life Can Be Beautiful, 3.0; Betty and Bob, 2.8; Girl Alone, 2.7; Mary Marlin, 2.5; Vic & Sade, 2.4; Second Husband, 2.1.

Dance Orchestra — Wayne King, 35.6; Guy Lombardo, 20.9; Horace Heidt, 15.4; Kay Kyser, 11.2; Eddie Duchin, 4.7; Hal Kemp, 3.0; Sammy Kaye, 2.3; Rudy Vallee, 1.6; Paul Whiteman, 1.4; Abe Lyman, 1.3; Tommy Dorsey, 1.2; Richard Himber, 1.1.

Swing Band—Artie Shaw, 26.6; Benny Goodman, 22.9; Tommy Dorsey, 18.9; Kay Kyser, 13.1; Bob Crosby, 7.0; Larry Clinton, 6.6; Gene Krupa, 1.9; Sammy Kaye, 0.9; Henry Busse, 0.5; Phil Harris, 0.4; Jimmy Dorsey, 0.3; Raymond Scott, 0.3.

Swing Instrumentalist—Tommy Dorsey, 32.3; Artie Shaw, 23.1; Gene Krupa, 18.9; Benny Goodman, 12.5; Henry Busse, 6.1; Jimmy Dorsey, 3.5; Harry James, 0.8; Ray Bauduc, 0.7; Eddie Duchin, 0.5; Milt Herth, 0.5; Stuff Smith, 0.3; Kay Kyser, 0.2.

Swing Singer—Bea Wain, 32.1; Martha Raye, 15.9; Martha Tilton, 12.8; Virginia Simms, 12.1; Edythe Wright, 8.5; Mildred Bailey, 7.7; Ella Fitzgerald, 4.3; Maxine Sullivan, 1.8; Marion Mann, 1.3; Sully Mason, 1.2; Connie Boswell, 1.0; Judy Garland, 0.8.

Programs Not on Networks—Zeke Manners Gang, WMCA, New York, 25.2; Hank Lawson & the Bums, WEEU, Reading, Pa., 9.8; Wayside Theater, WBBM, Chicago, 9.7; History in the Making, WBBM, 9.4; Memory Baseball, KFYR, Bismarck, N. D., 6.9; Number Please, WJR, Detroit, 6.5; Night Watch, WIND, Gary, Ind., 6.0; Bernie Armstrong, KDKA, Pittsburgh, 5.6; Mad Hatterfields, WLW, Cincinnati, 5.4; Supper Time Frolics, WJJD, Chicago, 5.3; Nine-Twenty Club, WORL, Boston, 5.0; Bradley Kincaid, WGY, Schenectady, 4.5.

Radio Awards of National Headliners Club*

1935—William Burke Miller (NBC) for coverage of stratosphere flight; Paul White (CBS) for coverage of Chicago stockyards fire.

1936—Columbia Broadcasting System, for best coverage of a news event (Johnstown, Pa. flood).

1937—Joseph Eaton and W. L. Carlson (WHAS, Louisville) for best domestic radio reporting in connection with Ohio-Mississippi floods; H. V. Kaltenborn (CBS) for best foreign radio reporting.

1938—Edward R. Murrow and William Shirer (CBS) for best radio reporting; coverage of foreign affairs from Europe.

1939—Jack Knell (WEEI, Boston) for best radio reporting of a news event (*Squalus* submarine disaster)

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*Radio and press citations and plaque awards made annually by National Headliners Club of the Press Club of Atlantic City, N. J.

Institute for Education By Radio Citations, 1939

I. Network, National Organization, or Clear-Channel Station

a. For general use: Lecture, talk, speech.

First Award — Raymond Gram Swing, WOR, Czechoslovakia.

Honorable mention—Understanding the Orient, "The Roving Prof.", University Broadcasting Council, Chicago.

Honorable mention—New York Philharmonic Intermission Talks; New York Philharmonic (CBS).

b. For general use: Demonstration or participation program.

First Award—"Steel Worker", Americans at Work (CBS).

First Award—Wilberforce University Anniversary Program (WLW)..

c. For general use: Dialog, round-table, conversation, interview, debate, question and answer.

First Award—"Do We Have a Free Press". America's Town Meeting of the Air (NBC).

Honorable Mention—"The Bull Session", University Broadcasting Council, (WBBM and CBS).

d. For general use: All forms of dramatization.

First Award—"Hell on Ice", Mercury Theatre (CBS).

First Award—"They Fly Through the Air With the Greatest of Ease", Words Without Music (CBS).

Honorable Mention—"Jews in America", Americans All—Immigrants All; Radio Division, Office of Education, Department of the Interior (CBS).

Honorable Mention — "Trojan Women", Great Plays (NBC).

e. For use in school by primary children (approximately Grades I-III).

First Award—"The First Hat", Once Upon a Time (WLW).

Honorable Mention—"Horns That See", Backyard Adventures (WLW).

Honorable Mention — Elementary Class, Series A and B; NBC Music Appreciation Hours.

f. For use in school by elementary children (approximately Grades IV-VI).

First Award—"Honk the Moose", Tales from Far and Near; American School of the Air (CBS).

Honorable Mention—"Rhythm in Music", I Like Music (WLW).

g. For use in school by junior and/or senior high-school pupils (approximately Grades VII-XII).

First Award—"Housing", Frontiers of Democracy; American School of the Air (CBS).

First Award—"A Visit to a Coal Mine", The Wheels Go Round (WLW).

First Award—"A Drop of Water", And So It Happened (WLW).

First Award—"Robert Louis Stevenson", Adventures in Reading (NBC).

II. Local and Regional Station or Organization

a. For general use: Lecture, talk, speech.

Honorable mention—"Assemblyman Biemiller Defends the WPA"; The Legislative Forum (WHA, University of Wisconsin).

b. For general use: Demonstration or participation program.

First Award—"Meeting the Boss", Your Job Outlook (WHA, University of Wisconsin).

c. For general use: Dialog, round-table conversation, interview, debate, question and answer.

First Award — "Maternity Discussions", (KFI-KECA).

Honorable Mention—"Youth and Unemployment". American Youth Speaks; (WHA, University of Wisconsin).

d. For general use: All forms of dramatization.

Honorable Mention—"Cyrano de Bergerac". Hour of Drama (WHA, University of Wisconsin).

e. For use in school by primary children (approximately Grades I-III).

First Award—"The Sleeping Beauty", WHA Storybook Players (WHA, University of Wisconsin).

f. For use in school by elementary children (approximately Grades IV-VI).

First Award—"Dust Storms: Our National Heritage"; Ohio School of the Air, Ohio State U.

First Award—Christmas Concert; Rochester Civic Orchestra; Rochester School of the Air (WHAM).

g. For use in school by junior and/or senior high-school pupils (approximately Grades VII-XII).

First Award—"Fall of the House of Usher;" Short Story Time; Wayne University Broadcasting Guild, Detroit.

Special Class—Children's Programs

First Award—"Pinocchio", Once Upon a Time; WOR and Radio Division of Federal Theatre Project.

First Award — "Alice in Wonderland", Ireene Wicker's Musical Plays (NBC).

Honorable Mention—"Robinson Crusoe"; Chimney House (NBC).

'N. Y. World-Telegram' Poll of Radio Editors, 1939

Ten Leaders in Each Group

Favorite Program—Jack Benny, 85; Information Please, 63; Charlie McCarthy, 55; Fred Allen, 36; Bing Crosby, 34; Kay Kyser's College, 29; Bob Hope, 28; Lux Radio Theater, 25; Orson Welles, 19; Toscanini Concerts, 16; America's Town Meeting, 15; One Man's Family, 13.

Comedians—Jack Benny, 143; Fred Allen, 85; Charlie McCarthy, 80; Bob Hope, 76; Fibber McGee & Molly, 25; George Burns & Gracie Allen, 20; Fanny Brice, 11; Tom Howard & George Shelton, 9; Abbott & Costello, 8; Milton Berle, 7.

Quiz Shows — Information Please, 183; Kay Keyser's College, 55; Professor Quiz, 51; Doctor I. Q., 46; What's My Name, 25; So You Think You Know Music, 19; Milton Berle's Gag Busters, 17; Ask-It Basket, 16; Pot o' Gold, 15; Vox Pop, 13.

Dramatic Shows—Lux Radio Theater, 139; Orson Welles, 85; One Man's Family, 45; Star Theater, 24; NBC Great Plays, 21; Aldrich Family (Ezra Stone), 19; Columbia Workshop, 18; Ellery Queen, 17; First Nighter, 16; Silver Theater, Edward G. Robinson and Hollywood Playhouse (tied), 13.

Quarter-hour Program—Fred Waring's Orchestra, 88; Walter Winchell, 43; Amos 'n' Andy, 40; Easy Aces, 38; Lum 'n' Abner, 26; I Love a Mystery, 18; Lowell Thomas, 17.

Children's Program—Let's Pretend, 72; Lone Ranger, 42; Little Orphan Annie, 30; American School of the Air, 24; March of Games, 19; Ireene Wicker's Singing Lady, 17.

Orchestras—Guy Lombardo, 79; Kay Kyser, 52; Andre Kostelanetz, 37; Wayne King, 30; Glenn Miller, 26; Horace Heidt, 25; Benny Goodman, 24; Eddy Duchin, 16; Fred Waring, 15; Orrin Tucker, 13; Phil Spitalny, 12; Paul Whiteman, 11.

Popular Girl Singer—Frances Langford, 89; Kate Smith, 86; Connie Boswell, 77; Virginia Simms, 29; Mildred Bailey, 24; Bea Wain, 22; Judy Garland, 20; Nan Wynn, 17; Bonnie Baker, 15; Dorothy Lamour, 13.

Popular Male Singer—Bing Crosby, 171; Kenny Baker, 98; Lanny Ross, 27; Tony Martin, 24; Dennis Day, 18; Barry Wood, 17; Frank Munn, 16; Frank Parker, 13; Buddy Clark, 13.

Symphonic Conductor—Arturo Toscanini, 174; John Barbirolli, 94; Alfred Wallenstein, 28; Frank Black, 26; Eugene Ormandy, 24; Andre Kostelanetz, 20; Erno Rapee, 19; Howard Barlow, 17; Leopold Stokowski, 12; Fritz Reiner, 9.

Classical Singer—Nelson Eddy, 86; Lawrence Tibbett, 63; Richard Crooks, 53; Lily Pons, 36; Margaret Speaks, 33; Gladys Swarthout, 26; John Charles Thomas, 25; Marian Anderson, 23; Donald Dickson, 21; Kirsten Flagstad, 20; Lucille Manners, 18; Jan Peerce, 10.

New Star—Alec Templeton, 50; Ezra Stone, 24; Glenn Miller, 12; Raymond Gram Swing, Dennis Day, Mary Martin, John Kieran, Elmer Davis and Barry Wood.

Sports Announcers—Bill Stern, 158; Ted Husing, 153; Red Barber, 35; Clem McCarthy, 24; Sam Taub, 11.

Commentators—Lowell Thomas, 51; H. V. Kaltenborn, 50; Raymond Gram Swing, 36; Walter Winchell, 33; Paul Sullivan, 18; Elmer Davis, 17; Fulton Lewis, 12.

Studio Announcers—Don Wilson, 48; Harry Von Zell, 47; Milton Cross, 33; Ken Carpenter, 29; David Ross, 16; Ben Grauer, 12; Paul Douglas, 9.

Radio Polls, Awards and Citations: 1939

Women's National Radio Committee Citations, 1939

Most Original and Informative Program: Americans All—Immigrants All (CBS sustaining, presented in cooperation with the U. S. Office of Education).

Programs Furthering Democracy: America's Town Meeting of the Air (NBC); People's Platform (CBS); American Forum of the Air (MBS); Foundations of Democracy (CBS); Frontiers of Democracy (CBS). All sustaining.

Adult Education: The World Is Yours (NBC); What Price America (CBS); Americans at Work (CBS). All sustaining.

Quiz Program: Information Please (sponsored by Canada Dry Ginger Ale on NBC).

Serious Music: Sponsored: Ford Sunday Evening Hour (CBS); Standard Oil broadcasts of West Coast Symphony Orchestras (NBC). Sustaining: New York Philharmonic (CBS); NBC Symphony (NBC); Metropolitan Opera (NBC); Wallenstein's Sinfonietta (MBS).

Light Music: Firestone Symphony (NBC); Cities Service Concerts (NBC); American Album of Familiar Music (Bayer aspirin), (NBC).

Dramatic Programs: Campbell Playhouse (CBS); Lux Radio Theatre (CBS); Woodbury Playhouse (NBC); Great Plays (NBC sustaining).

Serials: One Man's Family (Tenderleaf Tea, NBC).

Variety Shows: Good News of 1939 (Maxwell House Coffee, NBC); Chase & Sanborn Hour (NBC).

Children's Programs: Entertainment: Let's Pretend (CBS sustaining); Ireene Wicker's Musical Plays (NBC sustaining). Educational: Walter Damroch's Music Appreciation Hour (NBC sustaining); American School of the Air (CBS sustaining).

News Commentators: H. V. Kaltenborn (CBS); Paul Sullivan (WLW, WHAS).

Unique Program: Salute of Nations to World's Fair (NBC, CBS, MBS sustaining).

Medal of Honor Awards* Institute of Radio Engineers

1917—E. H. Armstrong, New York City
1919—E. F. W. Alexanderson, Schenectady, N. Y.
1920—G. Marconi,† Italy
1921—R. A. Fessenden,† Boston
1922—Lee de Forest, New York City
1923—John Stone Stone, San Diego, Cal.
1924—M. I. Pupin,† New York City
1926—G. W. Pickard, Boston, Mass.
1927—L. W. Austin,† Washington
1928—Jonathan Zenneck, Munich, Germany
1929—G. W. Pierce, Cambridge, Mass.
1930—P. O. Pedersen, Copenhagen, Denmark
1931—G. A. Ferrie,† Paris, France
1932—A. E. Kennelly,† Cambridge, Mass.
1933—Sir Ambrose (J. A.) Fleming, Sidmouth, S. Devon, England
1934—S. C. Hooper, Washington
1935—Balth. van der Pol, Eindhoven, Holland
1936—George A. Campbell, New York City
1937—Melville Eastham, Cambridge, Mass.
1938—J. H. Dellinger, Washington
1939—Sir George (A. G.) Lee, London, England

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*Given annually in recognition of distinguished service in radio communication; awarded to "one who has been responsible for an important advance in the science or art of radio communication. This advancement may be a single development or it may be a series of developments which in the aggregate have resulted in substantial improvements in radio communication."

†Deceased.

Hiram Percy Maxim Amateur Radio Awards*

1936 — Victor H. Clark, W6KFC, Phoenix, Ariz.; for all-around record for year.
1937—Oscar L. Short, W9RSO, Jaspar, Mo.; for all-around record for year.
1938 — Owen J. Dowd, W2JHB, Brooklyn, N. Y.; for all around record for year.

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*Award is bronze replica of original *Wouff Hong* and $100 cash, established in honor of the late founder of the American Radio Relay League, by his daughter and son, Mrs. John G. Lee and Mr. Hiram Hamilton Maxim. Made annually in succeeding year to amateur under 21 who has made outstanding record for year in amateur radio.

Henry J. Kaufman Announcers' Award*

1935—William E. Coyle (WRC-WMAL)
1936—Larry Elliott (WJSV)
1937—Hugh Conover (WJSV)
1938—Charles Daly (WJSV)

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*Trophy awarded annually to announcer adjudged best among Washington stations by Henry J. Kaufman Advertising, Washington, D. C.

William S. Paley Amateur Radio Award*

1936—Walter Stiles Jr., W8DPY, Coudersport, Pa. (for communications work during floods)
1938—Robert T. Anderson, W9MWC, Harrisburg, Ill. (for communications work during floods)
1939—Wilson E. Burgess, W1BDS, Westerly, R. I. (for communications work during New England hurricane).

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*Trophy awarded annually by president of CBS to "individual who, through amateur radio, in the opinion of an impartial board of awards, has contributed most usefully to the American people, either in research, technical development or operating achievement."

'Sporting News' Baseball Announcer Awards*

1937—France Laux, KMOX, St. Louis.
1938—Tom Manning, WTAM, Cleveland.
1939—Walter (Red) Barber, WOR, Newark. Runners up: Frankie Frisch, Colonial Network; Bob Elson, WGN, Chicago.

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* Trophy awarded annually by *Sporting News*, St. Louis baseball newspaper, to "broadcaster who has contributed most to the game and to radio."

Findings in Second Annual Survey* By 'Young America'

"What's your favorite Radio Program?"

1.	Gang Busters	11.1%
2.	Chase & Sanborn Hour	9.3%
3.	Lux Radio Theatre	7.8%
4.	Jello	6.6%
5.	Lone Ranger	6.1%
6.	Maxwell House	5.9%
7.	Camels	2.3%
8.	One Man's Family	1.9%
9.	Ipana	1.1%
10.	Dick Tracy	.4%
11.	All others	47.5%
		100%

"Who's your favorite Radio Star?"

1.	Jack Benny	10.2%
2.	Fanny Brice	8.9%
3.	Charlie McCarthy	8.5%
4.	Eddie Cantor	7.5%
5.	Joe Penner	5.5%
6.	Don Ameche	3.4%
7.	Fred Allen	3.2%
8.	Bing Crosby	2.2%
9.	Lone Ranger	1.9%
10.	Edward Robinson	1.5%
11.	All others	47.2%
		100%

NOTE: The first ten stars in this year's survey are identical with those of last year's poll. Their positions vary considerably, however. Jack Benny went from 3rd to 1st position, Fanny Brice from 4th to 2nd, Eddie Cantor from 2nd to 4th, Charlie McCarthy from 1st to 3rd.

"When you tune in on a radio program, do you listen to (check only one) main part only, or both advertising and main part?"

Main part only	19.8%
Both	80.2%

"How many different radio programs do you listen to each week?"

Answer: 16 per week (average)

"What products do the following radio stars advertise? (If you do not know, please put 'x' after each name.)"

Fred Allen
Kate Smith
Jack Benny
Phillips Lord
Eddie Cantor
Charlie McCarthy

NOTE: The above question was included in order that a double check might be made on the value of commercials on a young audience. Full credit was given each respondent for *Gang Busters* instead of a product in the case of Phillips Lord. It was felt, however, that the inclusion of this name was an unfair question. Without including Phillips Lord in the tabulations it was found that an average of 66% of those youngsters answering the above question could identify a name with its product. In other words, 14% less than the 80% who claimed they listened to commercials. Nevertheless, the figures tend to justify the value of radio advertising and the faith which advertisers have in the radio as an advertising medium.

The following percents by individuals were:

Fred Allen	57.3%
Kate Smith	52.4%
Jack Benny	88.0%
Phillips Lord	1.1%
Eddie Cantor	62.0%
Charlie McCarthy	69.2%

"Do you have a radio of your own in your room at home?"

Yes	41.4%
No	58.6%
	100%

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*Conducted in May-June, 1939, by *Young America* Magazine with assistance of International Business Machines Corp. and teachers and principals of 51 elementary and junior high schools in California, Connecticut, Illinois, Massachusetts, Michigan, New Jersey, New York, Ohio and Pennsylvania. Based on 3,000 sample returns from average age level of 13-14.

'Motion Picture Daily' Popularity Poll, 1939*

OPEN CHAMPIONS — Edgar Bergen (Charlie McCarthy); Jack Benny; Bing Crosby; Alec Templeton, Kay Kyser, Orson Welles, tied; Bob Hope.

FILM PLAYERS ON THE AIR—Don Ameche; Edward G. Robinson; Bing Crosby; Walter Huston; Bob Hope.

FILM PROGRAMS—Lux Radio Theatre; Screen Guild Theatre; Good News of 1940; Gateway to Hollywood; Silver Theatre.

DRAMATIC SERIES — One Man's Family; Lux Radio Theatre; Campbell Playhouse; Big Town, First Nighter, Arch Oboler's Plays, tied.

COMEDIANS—Jack Benny; Bob Hope; Fred Allen; Edgar Bergen (Charlie McCarthy); Robert Benchley.

COMEDIENNES—Fannie Brice; Gracie Allen; Mary Livingstone; Barbara Jo Allen (Vera Vague); Marian Jordan (Molly McGee).

COMEDY TEAMS — Fibber McGee & Molly; Burns & Allen; Benny & Livingstone; Bergen & "McCarthy"; Howard & Shelton.

VOCALISTS: MALE (Popular)—Bing Crosby; Kenny Baker; Lanny Ross; Buddy Clark; Frank Parker.

VOCALISTS: MALE (Classical)—Nelson Eddy; Lawrence Tibbett; Richard Crooks; John Charles Thomas; Donald Dickson.

VOCALISTS: FEMALE (Popular) — Kate Smith; Connie Boswell; Frances Langford; Virginia Simms; Bea Wain.

VOCALISTS: FEMALE (Classical) — Margaret Speaks; Lucille Manners; Lily Pons; Jessica Dragonette; Gladys Swarthout.

DANCE ORCHESTRAS (Popular) — Guy Lombardo; Kay Kyser; Wayne King, Glenn Miller, tie; Andre Kostalanetz; Horace Heidt.

DANCE ORCHESTRAS (Swing)—Benny Goodman; Glenn Miller; Artie Shaw; Tommy Dorsey; Bob Crosby, Larry Clinton, Kay Kyser, tied.

ORCHESTRAS (Classical)—NBC Symphony; New York Philharmonic; Ford Symphony, Andre Kostalanetz, tied; Philadelphia Symphony; Frank Black's NBC.

MUSICAL PROGRAMS (Popular)—Kay Kyser's College of Musical Knowledge; Your Hit Parade; Paul Whiteman; Tune Up Time; Fred Waring.

MUSICAL PROGRAMS (Classical) — Ford Sunday Evening Hour; NBC Symphony; New York Philharmonic; Firestone; Cities Service.

COMEDY SERIES—Jack Benny Show; Aldrich Family; Bob Hope Show; Fibber McGee and Molly; Amos 'n' Andy, Easy Aces, tied.

CHILDREN'S SERIES — Let's Pretend (Nila Mack); Lone Ranger; Coast to Coast on a Bus (Milton Cross); Ireene Wicker; Malcolm Claire, Jack Armstrong, tied.

ANNOUNCERS — Don Wilson; Milton Cross; Ken Carpenter; Harry Von Zell; Bob Trout, Ben Grauer, Andre Baruch, tied.

COMMENTATORS—H. V. Kaltenborn; Lowell Thomas; Elmer Davis; Raymond Gram Swing; Paul Sullivan.

SPECIAL EVENTS OR NEWS—CBS—War News; NBC—War News; Mutual—War News; CBC—Visit of Royalty; CBS—News Roundup.

COMMERCIAL TALKS—Jello Program (Benny); Ford Sunday Evening Hour; Johnson's Wax (Fibber McGee); Kraft Music Hall (Crosby); Canada Dry Information Please.

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*Fourth annual poll of radio editors and columnists announced by *Motion Picture Daily*, trade journal, Dec. 28, 1939.

Sidney Garfinkel Announcers' Award*

1937—Abbott Tessman (KGO)
1938—Joe Walters (KSFO)
1939—Dick Wynne (KJBS)

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*Trophy awarded annually for best commercial announcing in San Francisco Bay area by Sidney Garfinkel Adv. Agency, San Francisco.

National Federation of Press Women's Citations, 1939

Certificate of Merit Awards

FOR OUTSTANDING CONTRIBUTIONS TO RADIO: David Sarnoff, president, RCA, and chairman of board, NBC, for Toscanini broadcasts; Alfred J. McCosker, president, WOR, and chairman of board, MBS, for MBS rebroadcasts of European news bulletins during Munich crisis.

NETWORK AWARDS: CBS, for New York Philharmonic Symphony broadcasts; NBC, for establishing a special department to further women's activities under Margaret Cuthbert; MBS, for Alfred Wallenstein's *Sinfonietta* programs.

BEST FORENOON WEEK-DAY PROGRAM: *Getting the Most Out of Life* (Standard Brands on NBC).

BEST AFTERNOON WEEK-DAY PROGRAM: *American School of the Air* (CBS sustaining).

NEWS COMMENTATOR PROGRAM: *Kaltenborn Edits the News* (Pure Oil Co. on CBS).

FOREIGN NEWS REPORTING: William L. Shirer (CBS).

CONTRIBUTION BY A WOMAN: Dorothy Thompson's part in *Hour of Charm* (General Electric Co. on NBC).

GOOD TASTE IN ADVERTISING: *Sunday Evening Hour* (Ford Motor Co., CBS).

RURAL PROGRAM: *National Farm & Home Hour* (NBC sustaining).

CHILDREN UNDER 12: Ireene Wicker's *Singing Lady* (NBC sustaining).

CHILDREN OVER 12: Walter Damrosch's *Music Appreciation Hour* (NBC sustaining).

DRAMA: Orson Welles' *Mercury Theatre of the Air* (CBS sustaining, now sponsored by Campbell Soup Co. as *Campbell Playhouse*).

AMERICAN IDEALS: George V. Denny Jr. and *America's Town Meeting of the Air* (NBC).

INTERNATIONAL PEACE: *Salute of Nations* (by New York World's Fair, 1939, on CBS, NBC, MBS and CBC). Also to Grover Whalen, president of the New York World's Fair, and Dr. John S. Young, director of radio-television, New York World's Fair.

Miscellaneous Awards

Raymond Gram Swing, MBS commentator and Elmer Davis, CBS commentator—Included in 1939 Honor Roll of *The Nation* Magazine "for the most illuminating running analysis of Europe's tangled affairs."

William S. Paley, president of CBS; Fulton Lewis jr., MBS commentator, and Philo T. Farnsworth, radio and television inventor and executive—Selected by annual biographical almanac, *America's Young Men*, on list of "ten outstanding young men of 1939."

Gold Medal Awards* Veteran Wireless Operators Association

1927—Joseph E. Croney, *S.S. Indiana Harbor*, wrecked on California coast on May 18, 1927.
1928—Guiseppe Biagi, Italian Polar Airship *Italia*, wrecked on a Polar expedition in June, 1928.
1928—Michael J. O'Loughlin, *S.S. Vestris* (British), sunk off Virginia Capes, Nov. 12, 1928. O'Loughlin went down with the ship. Posthumous presentation was made to his parents in Ireland.
1929—Nunzio Digangi, *S.S. Florida* (Italian), sunk in the Atlantic Ocean on January 24, 1929.
1930—Malcolm Hanson, chief of radio staff, Byrd Expedition, in 1929. Presentation was made by radio to Little America.
1931—Guglielmo Marconi, commemorating the 30th anniversary of his conquest of the Atlantic by radio. Presentation made from the NBC studios Dec. 12, 1931, on a worldwide hookup by President Fred Muller of the V. W. O. A. Mr. Marconi accepted the medal by radio from London.
1931—Frank N. Davidson, *S.S. Tahiti* (British), which foundered in the South Seas on Aug. 17, 1930.
1932—Fritz E. Larson, *S.S. Castor* (Swedish), on fire off the Azores, April 28, 1931. Presentation made at Radio World's Fair by General Harbord, acting for President Hoover, by radio to Sweden.
1933—Ray Meyers, chief radio officer, submarine *Nautilus*, who saved the submarine and crew while near foundering in the Atlantic while bound on a cruise under the Polar ice. Presentation made at the eighth annual dinner-cruise, Feb. 11, 1933.
1934—Anne Lindbergh, radio operator on Lindbergh exploration flight in 1933 for outstanding radio work resulting in successful completion of flight touching four continents.
1935—George W. Rogers, chief radio officer, *Morro Castle*, for outstanding devotion to duty when *Morro Castle* burned off Jersey Coast.
1936—Russell McDonald, chief radio officer, *S.S. Mohawk*, for exceptional radio services when *Mohawk* was rammed off coast of New Jersey. Posthumous award. McDonald went down with ship.
1937—No award.

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*For achievement in field of wireless communications.

Marconi Memorial Medal Awards Presented by Veteran Wireless Operators Ass'n

1938—Carl O. Petersen, radio member of both Byrd Antarctic expeditions; presented Marconi Medal of Valor for outstanding accomplishments in art of radio communications and particularly for his resourcefulness, courage and ability in effecting the safe navigation of the air exploration party of which he was a member back to its base.
1938—Dr. Eugene C. Woodruff, president, American Radio Relay League; presented Marconi Medal of Service for his outstanding devotion to amateur radio, and through him the magnificent achievements of amateurs in times of emergency were recognized and applauded.
1939—David Sarnoff, president of RCA and chairman of NBC; presented Marconi Medal of Achievement as a former wireless operator who through ability and initiative achieved marked success in the field of radio communication.
1939—Jack Binns; presented VWOA Silver Commemorative Medal for his heroic and historic "CQD" from *S.S. Republic* in 1909, commemorating 30th anniversary of event.
1939—T. D. Haubner; presented VWOA Silver Commemorative Medal for first using "SOS" in 1909 as signal of distress replacing earlier "CQD" from *S. S. Arapahoe*, commemorating 30th anniversary of event.

H. P. Davis Memorial Award*

1933—Fred Webber (KDKA)
1934—Bill Sutherland (KDKA)
1935—Tony Wakeman (WJAS)
1936—Bill Sutherland (KDKA)
1937—Ken Hildebrand (KQV)
1938—Bill Beal (KDKA)
1939—David Garroway (KDKA)

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*Gold medal and $150 cash awarded annually to Pittsburgh station announcer adjudged most excellent in diction, established by Mrs. H. P. Davis in tribute to the late Dr. Davis, pioneer in broadcasting as vice-president of Westinghouse E. & M. Co. and chairman of board of NBC.

Morris Liebmann Memorial Prize of I.R.E.*

1919—L. F. Fuller, Berkeley, Cal.
1920—R. A. Weagant, New York City
1921—R. A. Heising, New York City
1922—C. S. Franklin, London
1923—H. H. Beverage, New York City
1924—J. R. Carson, New York
1925—Frank Conrad, Pittsburgh
1926—Ralph Bown, New York City
1927—A. H. Taylor, Washington
1928—W. G. Cady, Middletown, Conn.
1929—E. V. Appleton, Cambridge, England
1930—A. W. Hull, Schenectady, N. Y.
1931—Stuart Ballantine, Boonton, N. J.
1932—Edmond Bruce, New York City
1933—Heinrich Barkhausen, Dresden, Germany
1934—V. K. Zworykin, Camden, N. J.
1935—F. B. Llewellyn, New York City
1936, B. J. Thompson, Harrison, N. J.
1937—W. H. Doherty, New York City
1938—G. C. Southworth, New York City
1939—H. T. Friis, New York City

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*Annual award to member of Institute of Radio Engineers "who shall have made public during the recent past an important contribution to radio communication." This award was established to perpetuate the memory of the late Col. Morris Liebmann by E. J. Simon, fellow of the I.R.E. It consists of income from a gift of $10,000 and is not a stated amount as it is the interest from securities in which the principal is invested.

'Broadcasting' Magazine Golf Trophy Awards*

1932—Dr. Leon Levy, WCAU, Phila.
1933—Gerald King, Standard Radio, Hollywood.
1934—Lewis Allen Weiss, Don Lee Broadcasting System.
1935—Carl Haymond, KMO, Tacoma, Wash.
1936—Ross Wallace, WHO, Des Moines.
1937—E. C. Pulliam Jr., WIRE, Indianapolis, and Harry C. Butcher, CBS, Washington (tie).
1938—No award made.
1939—K. W. Pyle, KFBI, Abilene, Kan., and V. E. Carmichael, KWK, St. Louis (tie).

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*Silver trophy awarded to winners of golf tournaments held in connection with annual conventions of NAB.

920 CLUB

BOSTON'S BIGGEST RADIO PROGRAM

(Participating)

P. A. Starck Piano Company of Chicago says: "Your station has proven to be one of the best mediums for advertising available in Boston."

Jamesway Advertising Agency of Boston says: "The 920 CLUB pulled nearly as many requests as three major stations and 16-station network combined."

Radio Guide's Big Poll showed the 920 CLUB as one of the leading national non-network programs in the entire United States.

[***Write for abstract of page 46, July 1 issue of BROADCASTING Magazine, and for 15 outstanding success stories.***]

920 KILOCYCLES **WORL** **BOSTON, MASS.**

The Law of Broadcast Regulation

Major Trends of 1939

By PAUL M. SEGAL

BROADCASTING is regulated through a statute which blocks out general standards which are to be implemented in detail and thereby enforced by the Federal Communications Commission. This regulation is subject to review on appeal wherever, in individual cases, the Commission acts unlawfully.

Therefore, the three most important fields in the regulation of broadcasting are the promulgation of detailed regulations effectuating the statutory standards, the interpretation of those standards in individual decisions (blocking out in concise manner the meaning of such general terms as "public interest, convenience or necessity"), and the review of such action by the courts.

In each of these fields, 1939 has been an important year. The tendency toward stabilization of the broadcasting business reached a high point; the Commission has begun to build a philosophy of regulation which recognizes the need for a clear exposition of the lines along which it will proceed. A noteworthy aspect of this was the promulgation of regulations, effective August 1, establishing a clear basis of allocation. This came after years of uncertainty.

There have also been developed procedural regulations by means of which all material considerations can be concisely presented so as to permit greater efficiency in the Commission's work.

Court Review of Commission Is Clarified

In the field of review by the courts, there has been clarification of the extent to which the Commission's activities may be questioned. The lesson has been brought home that it is not the function of the courts to correct actions of the Commission which are unwise. The task is to correct those which are unlawful, and then only for those who have rights entitled to protection.

For some years it has been the custom of the Commission upon appeal, to expose all its activities to judicial scrutiny. During 1939 it became the rule to question the propriety of practically every appeal.

The greatest controversy has been over what has been wrongly called the economic-interest question. The Commission is not prohibited from taking action which adversely affects stations economically. But it has been claimed that such adverse effect confers upon affected persons the right to question the Commission's action in other aspects. The court has now taken an attitude of the most practical nature. Its decisions establish that if an appellant has no grounds to reverse the decision of the Commission it is not important that his right to appeal be recognized merely so that the Commission may be sustained. Hence appeals are dismissed where the claims upon which they are based are not sufficient for reversal. Here, however, the point is not whether the person suing out the appeal will be hurt by an action of the Commission but whether the public will be hurt. The question is not one of economics at all but whether the addition of new services can so injure existing services as, in the end, to deprive the public of something.

In the *Sanders Brothers* case, in January, the court had said that reasons for appeal are adequate when they present an issue of economic injury to an existing station through the establishment of an additional station.

In the *Yankee Network* case, in August, the court said that there would be no value in the rights conferred by statute upon broadcasters if they are not protected from destructive competition. Therefore, a station has the right to seek judicial protection where the addition of another station would destroy its ability to render proper service in the public interest.

Does the Court Interfere?

In the field of appeals by persons who have had their own applications denied, developments have been interesting but of no great importance. In the *Pottsville* and *Heitmeyer* cases the Commission was reversed for denying applications on grounds which the court thought improper. The Commission then called for rehearings of the applications under circumstances as of a time subsequent to reversal by the court rather than as of the time of the Commission's original action. In later proceedings in both cases the court instructed the Commission that it must revert to its original record and correct its errors of law. These cases are before the United States Supreme Court upon the Commission's contention that these later instructions are an interference with administrative discretion.

There are two important decisions of the court on procedural points. The Commission has a rule that it will not consider in any consolidated hearing applications additional to the one under consideration where such applications have been filed after action of the Commission designating the first application for hearing. The court has sustained the validity of this rule.

This presents a problem affecting not only the person who desires to file a strike application to impede some prospective competitor but also a competing applicant seeking to convince the Commission that he is better entitled to some facility than another person who has thought to make application for it. The decision should be considered in connection with changes in certain Commission processes, by which it has been possible to grant applications a few days after the announcement of their receipt.

Another important procedural decision holds that either the seller or the purchaser may appeal from a decision of the Commission denying an application to approve the sale of a station.

Respondents Abolished, Intervenors Restricted

With the position taken by the Commission against the appealability of a large part of its decisions, there has been a parallel development in the elimination of parties respondent, followed by a close restriction of the persons who may intervene in hearings before the Commission.

These two moves comprise what has been called a "policy of encirclement" whereby the Commission seeks to perform its functions with minimum interference, all in the interest of avoiding delays and the recognition that, after all, the Commission, through ability and experience, is better qualified to safeguard the public interest than are those who have heretofore been respondents and interveners and have been testing its decisions in the courts.

This restriction of participants began in the late summer of 1939.

Until July, when the burden was transferred, the Commission had held that the burden of proof upon the public-injury (or "economic") issue was upon the applicant.

Then came the elimination of parties respondent and the requirement that petitions to intervene disclose some public benefit from the intervention. This was followed by the opinion of the Commission in the *Orlando* intervention petition, where the Commission recited its experiences:

> "In many cases the major function served by intervenors was to impede the progress of the hearing, increase the size of the record, confuse the issues and pile up costs to the applicant and to the Commission through the introduction of cumulative evidence, unnecessary cross-examination, dilatory motions, requests for oral argument and other devices designed to prevent expeditions disposal of Commission business."

The ruling restricted intervention to a great extent:

> "The fact that a proposed intervener may have the right to contest in a court the validity of an order granting or denying a particular application does not in and of itself mean that such person is entitled as a matter of right to be made a party to the proceedings before the Commission on such application."

From a practical standpoint the most effective step to reduce interventions and appeals was the rule to show cause in the WINN case. An applicant had been given a construction permit for a new station in Louisville. A showing of financial capability had been made. Construction was delayed because of an appeal by an existing station. During the pendency of this appeal, the existing-station-appellant applied for and obtained more operating hours. Upon the claim that the expansion of the service of the existing station would injure him, the new permittee petitioned for rehearing.

Lending color to his claim of an interest in the matter, the permittee set up in his petition that expansion by his competitor would endanger his own ability to render public service. The Commission not only denied the petition but issued an order that the petitioner-permittee show cause why his own construction permit should not be called back on his confessed inability to stand up under competition. Regardless of the tinge of possible jocularity in this action, the effect will be substantially to discourage airing of quarrels among licensees operating in the same area.

Even Interference May Not Count

These considerations may be extended by the Commission even to considerations of interference. This is indicated by the refusal to permit intervention in several cases even upon allegations of electrical interference and by language of the court giving competition and interference similar consideration.

Clear Standards Of Station Allocation

In allocation there has been clarification through the promulgation of standards effective August 1, 1939, accompanied by some slight trend toward confusion in the interpretation of those standards.

Succinctly the Commission has stated the purpose of its allocation plan:

> "Stations of the local classification are designed to serve small communities or centers of population and the rural area contiguous thereto; regional stations are designed to serve larger centers of population or metropolitan districts and adjacent rural areas; and clear channel stations are designed to serve large centers of population and vast rural areas."

Under the old rules there had been substantial liberality in granting applications where the need was compelling but in ordinary cases the allocation standards were strictly applied.

Then the new regulations adopted the standards quoted. They required that the facilities to be used should actually be capable of rendering the service for which they were proposed. In several instances the new rules intervened between proposed and final decision, and the change of the Commission's policy appeared in the latter.

For example, application was made to advance a local daytime station into a full-time regional in a town of 15,000. In July the Commission proposed denial of the application because the town was of such size that it should be served by a local frequency. A regional

The Law of Broadcast Regulation: Major Trends of 1939

frequency would not be suitable. Thereafter on exceptions after the intervention of the new regulations, the application was granted upon the same record.

Under the new rules the same departure has been recognized as under the old rules, namely that greater interference limitations than those provided for by the rules will be permitted where there is a compelling need for the use of the facilities.

Where a local station assigned to a metropolitan area desires regional classification and shows that such classification will increase its coverage, the application may be granted, even though the limitation on the new regional frequency will be substantial.

Although a local station may not be assigned to a metropolitan area which it can not cover, there is an exception to this rule where the metropolitan area is served by other stations. Under such circumstances, where the integrated interests of the metropolitan area are being looked after by other stations, the applicant may then render an additional service to as much of the area as he can reach.

The matter of objectionable interference is being treated with more realism. It is not an obstacle to the granting of an application that the operation proposed will cause interference to another station where the area within which interference may be expected is served by still another station or where many more listeners will be newly served by one station than will be lost by the other.

Local Service Is Being Encouraged

The Court of Appeals having recognized a distinction between local service by local stations and regional service by regional stations, the distinction became more definite in opinions of the Commission.

A community which is being served only by a regional station can be assumed not to receive adequate local service. In making application for a regional frequency the applicant must propose what can be described as a regional service.

The Commission has considered, among other things, a proposed station's expected network affiliation as indicating that there would be but a small part of the time devoted to programs of a local character.

Need There Be a Need for Service?

A most interesting development in definition of the term "public interest, convenience or necessity" is as to whether or not a need (in the sense of a real necessity) must be shown before a new station will be granted.

At the outset of the year the Commission was denying applications upon the ground, among others, that the applicant had failed to show that there is a need for an additional broadcasting station "as an advertising medium for the merchants."

Prior to the summer, the Commission was carefully considering the questions whether or not there was a public need for a proposed new service and whether or not there was sufficient economic support and program talent to give reasonable assurance of operation in the public interest.

One of the clearest expositions of the philosophy of public necessity followed by the Commission was made May 1, 1939:

> "The burden of proof is upon an applicant who is desirous of establishing a new broadcast station to satisfy the Commission that the granting of his application will serve the public interest. It is shown that there are five stations now located in the greater metropolitan district. . . . Applicant has failed to prove, as he must, that there is a need for the additional or supplemental service to be furnished by him. To do this he should not only show the character of the service he will render but the character and extent of the service now received. It is impossible, upon this record, to compare the proposed program service outlined by the applicant with the service presently enjoyed by the community concerned. This is a fatal defect in the presentation of this case before the Commission."

Careful attention was given by the Commission in June to the matters of economic competition and alleged unfair competitive practices as affecting the matter of need for service.

But in mid-September a Commission opinion granted an application for a new station without a specific finding of a need for the service.

The turn on the matter of need was emphasized in a case which arose from Denver. The application was for a new station. After hearing the Commission denied the application in May because it had been shown by other stations that they devote time to local programs and the applicant had not shown that the existing stations were not adequately supplying the need.

On petition for rehearing, the Commission, on the same record recanvassed its philosophy of need for service and announced an interpretation of the Communications Act not theretofore expounded. The word "necessity", said the Commission, did not mean necessity in the lay sense, but rather the supplying of something useful. Moreover it was not necessary to prove necessity as such, since the statute says "public interest, convenience *or* necessity". A convenience to the public such as is represented by the addition of a fifth program to four being heard will authorize a new station.

Meaning of The Hearing Notice

The elimination of issues growing out of these trends in the Commission's policy has presented certain elements of uncertainty that will doubtless be cleared up. When, upon consideration of any application the Commission (as is now usual) sets it for hearing upon one type of issue alone, as, for example, interference, there is no way by which the applicant can know the complete significance of the Commission's action. The action may be interpreted as indicating either of two things: first, that the Commission has considered all other problems and decided them in favor of the applicant but requires a hearing on the question of interference; second, that the Commission has decided that there is no merit to the application and it should be denied, but it would be cumbersome to hold a hearing on a number of grounds when it can be simply disposed of on one ground.

The Applicant's Character Under Scrutiny

During the year greater consideration than ever given heretofore has been given to the matter of the applicant's character both in the new form of application for construction permit and in a number of decisions.

In a proceeding whereby the Commission required a station to show cause why its license should not be revoked for violation of a provision of the Communications Act, the Commission considered not only the violation of the statute but also the conduct of the licensee in connection with advertisements in trade publications. The Commission also held that while the misconduct was not sufficiently gross to justify actual revocation, the conduct of the station was to be remembered as against the day when some other misfeasance might require additions to the record.

The court held that in a renewal case the Commission may consider the applicant's lack of fitness, shown over a period of years.

In the *Pottsville* case the Commission had been reversed for denying an application because the applicant was a non-resident. The Commission has now relaxed the policy but made it more clear. It denied an application upon the ground that it was the apparent intention of the applicant to operate the proposed local station under the supervision and management of persons who are neither associated with community interests nor familiar with community affairs.

Transfer of Ownership Now Easier

The year has also marked a development of the Commission's policy regarding transfers of license. For some years it has not been clear what were the considerations being recognized by the Commission. There has been talk of passing upon the adequacy of consideration, trafficking in licenses, multiple ownership, newspaper ownership and similar features. The new trend of the Commission has been to eliminate all considerations except those clearly within its jurisdiction.

At the outset of the year the Commission in a transfer case mentioned that the station would not, as a result of the transfer, be under the control of either of the two daily newspapers published in the community.

In June the Commission for the first time disclaimed any intention to consider the price paid for a station as showing value ascribable to the license itself and confined its investigation to the question whether or not the price paid would deplete the assets of the purchaser for operation of the station.

At first it was said that some public benefit must grow out of a transfer else there was no public interest served. Thus, in April, the Commission, having found that a purchaser was qualified, granted the application because the program service would be broadened, the technical equipment would be improved and better personnel would be employed.

At about the same time the Commission approved a transfer where the program service was to be continued without change.

After the summer, the Commission began granting applications for transfer of station licenses, after hearing, without opinion.

Finally the Commission said concerning a contract by which a station agreed to give up its facilities in order that a timesharing station in another city might operate full time that the contract was "a matter of private concern . . . and does not require Commission consent or approval". In this case, however, granting the application had been otherwise found in the public interest.

In years past the Commission has approved transfers of licenses which gave control to lessees under agreement to retransfer the station to the lessor at the conclusion of the lease. During 1939 the Commission terminated this policy and declared such arrangements contrary to public policy.

Experimental Authorizations For Experimenters Only

For years there had been a special type of reasoning to justify nominal violations of the letter of regulations when those violations were thought desirable for a public service. These were authorizations denominated experimental but actually for regular service not otherwise authorized. In 1939 this was all wiped out. In the case of the 1500-1600 kilocycle assignments, the regulations were amended to fit the facts. In the case of WLW an experimental authorization for regular operation at one-half megawatt was terminated.

All experimental authorizations must now be for genuine experiments.

And so the year closes with every trend toward greater stability of regulation. This trend, if continued, will bring about a system of regulation satisfactory to the public and the industry,—or it will bring about salutory changes in the statute itself.

In either case, the trend will justify the means.

SERVICES RELATING TO BUSINESS OF BROADCASTING

(Members of Federal Communications Bar Association)

[For list of officers, see page 313]

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Colladay, Edward F., 1331 G St. N. W. Telephone: National 0790.

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Dill, Clarence C., Bowen Bldg., Telephone: National 1823.

Drain, Dale D., 1422 F St. N. W. Telephone: National 0200.

Driscoll, H. D., Southern Bldg. Telephone: National 7126.

Fisher, Ben S., Earle Bldg. Telephone: District 4234.

Fletcher, Frank U., National Press Bldg. Telephone: Metropolitan 0023.

Gaudette, Orville C., Earle Bldg.

Geiger, Alfred L., National Press Bldg. Telephone: National 5085.

Gerrity, Harry J., Hill Bldg. Telephone: Metropolitan 0251.

Gordon, Spencer, Union Trust Bldg. Telephone: National 3730.

Guider, John W., Colorado Bldg. Telephone: National 2006.

Gum, James W., 815 Fifteenth St. N. W. Telephone: National 1823.

Hanley, James H., Tower Bldg. Telephone: District 7466.

Hanson, Elisha, 729 Fifteenth St. N. W. Telephone: Metropolitan 5263.

Hayden, James J., Woodward Bldg. Telephone: National 7295.

Hennessey, Philip J. Jr., Normandy Bldg. Telephone: Republic 3480.

Hildreth, Melvin D., Evans Bldg. Telephone: National 0327.

Horne, Richard C. Jr., McGill Bldg. Telephone: National 6719.

Hurley, John J., Normandy Bldg. Telephone: Republic 3480.

Hyde, Rosel H., FCC. Telephone: District 1654.

Jansky, Maurice M., Bowen Bldg. Telephone: Metropolitan 3535.

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Kremer J. Bruce, Tower Bldg. Telephone: District 2141.

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Leahy, William E., Shoreham Bldg. Telephone: District 0558

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Dunn, H. Arthur Jr., 311 California St., San Francisco.

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Grimshaw, Ira L., NBC, 30 Rockefeller Plaza, New York City.

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Hausman, Albert E., Wainwright Bldg., St. Louis.

Hews, Hayden L., Evans Bldg., Riverside, Calif.

Herriott, Irving, 120 So. LaSalle St., Chicago.

Hoshour, Harvey, AT&T, 195 Broadway, New York City.

Howlett, Harold E., Pontiac Bank Bldg., Pontiac, Mich.

Hurd, George F., 52 Broadway, New York City.

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1. Application received in the Commission by the Mail and Files Section and recorded briefly.
2. Routed to the License Section for administrative examination and recordation.
3. Routed to the Engineering Department for engineering recommendation.
4. Routed to Transfer Desk in License Section for proper charge record.
5. All applications for new stations, changes in classification of existing stations, assignments of licenses and others appearing to involve economic and accounting questions are routed to Accounting Department.
6. Routed to Transfer Desk for further charge.
7. Routed to the Law Department for legal recommendation.
8. Routed to Transfer Desk for further charge.
9. Routed to Minute Section for listing for Commission meeting.
10. After action by Commission, rerouted to License Section for issuance of authorization and filing.

There is kept in the License Section what is known as the Suspense File, in which an application may be held at any stage of routing through the Commission when it becomes necessary to correspond with the applicant regarding the application, and in which the information desired is not of sufficient importance to make necessary the return of the application.

If the application is granted without a hearing, it becomes subject to Section 1.271 of the Commission's Rules of Practice and Procedure. This rule reads:

"*Sec. 1.271:* Any party whose interests are aggrieved or adversely affected by any decision, order or requirement of the Commission may file a petition for rehearing of the same or any matter determined therein as provided in Section 405 of the Act. Such petition for rehearing may request (1) reconsideration, either in cases decided after hearing or in cases of applications granted without hearing under Title III of the Act; (2) reargument; (3) reopening of the proceeding; (4) amendment of any finding, or (5) other relief. Such petition shall be specific as to the form of relief sought and, subject to this requirement, may contain alternative requests. Each such petition shall state with particularity in what respect the decision, order or requirement or any matter determined therein is claimed to be unjust, unwarranted or erroneous, and with respect to any finding of fact must specify the pages of record relied on. Where the existence of newly discovered evidence is claimed, the petition must be accompanied by a verified statement of the facts, together with the facts relied on to show that the petitioner with due diligence could not have known or discovered such facts at the time of the hearing."

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Hyde, Charles A., Engineers Bldg., Cleveland.

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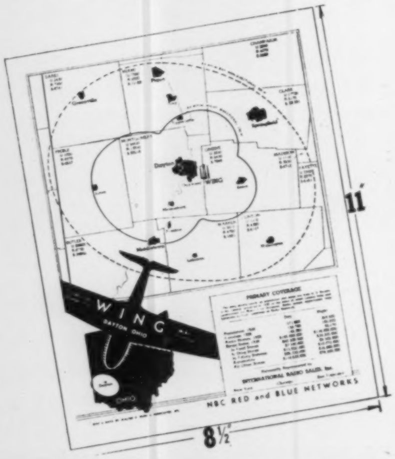

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Every research man recognizes, as every business man should, that even a census of one part of a market cannot produce reliable results for the entire market.

You can turn almost at will in the 161-page report of the roster study we made of morning listening in New York for WOR, Columbia and N.B.C. and find results such as these:

On Thursday morning at 8:00 A.M. 84.6% of the WJZ listeners were telephone subscribers, while at 8:15 A.M. this proportion dropped to 66.7% and at 8:45 A.M. to 47.0%. The fluctuations are even greater than that. As stated above, the telephone subscriber portion of WJZ listeners was 84.6% at 8:00 A.M., but at 10:00 A. M. it was 34.1%!

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For 40 years (since 1899) this Bureau has been making confidential reports to insurance companies on applicants for all kinds of insurance. Most of these are made and written by trained Inspectors, all of whom are full-time men. Their work is supervised by 82 Branch Offices. They regularly cover 13,577 cities and towns in their insurance work and their efforts are supplemented by 55,000 part-time correspondents.

Address all inquiries to Market Research Division, Chester E. Haring, Director.

THE HOOPER-HOLMES BUREAU, INC.

102 MAIDEN LANE, NEW YORK

SERVICES RELATING TO THE BUSINESS OF BROADCASTING

Publicity and Public Relations Services

ALBAUGH-OWEN ASSOCIATES—great Northern Hotel, Chicago, Ill. Telephone Harrison 7900. Officers: Anthal E. Albaugh, president; Delos Owen, vice-president; Douglas Bland, secretary; L. E. Bess, treasurer.

DAVID O. ALBER—9 Rockefeller Plaza, New York City. Telephone Circle 6-2388. Associates: Mildred Brown, Leo Guild, Harold Desfor, Ralph Tuckman.

FRED BAER & ASSOCIATES—17 E. 49th St., New York City. Telephone: Wickersham 2-8996. Manager: Fred E. Baer.

BALDWIN, BEACH & MERMEY—205 E. 42nd St., New York City. Telephone: Murray Hill 4-1075. Partners: William H. Baldwin, Brewster S. Beach, Maurice Mermey.

EDWARD L. BERNAYS—420 Lexington Ave., New York City. Telephone: Mohawk 4-4920. Partner: Doris E. Fleischman.

BRYANT PUBLICITY SERVICE—5835 N. Camac St., Philadelphia. Telephones: Waverly 6595. Director: Gordon H. Bryant.

CARL BYOIR & ASSOCIATES—10 East 40th St., New York City. Telephone: Ashland 4-3466. In charge of Radio: John Stahr.

THE COMPANY OF PUBLIC RELATIONS Ltd.—80 Richmond St., W. Toronto, Ont., Canada. Telephone: Elgin 4240. Managing Director: James A. Cowan. Associates: K. M. MacTaggart, George Beatty, James Sheppard, Marie Kane, Grace Joliffe.

FADELL PUBLICITY BUREAU—Hotel Radisson, Minneapolis, Minn., Telephone: Atlantic 6874. Staff: Michael J. Fadell, general manager; Fred E. Fadell, Lester F. Etter, Helen M. Keating.

FERRIS & LIVINGSTONE INC.—75 E. Wacker Drive, Chicago, Ill. Telephone: Dearborn 1237. Officials: George E. Livingstone, president; Earle Ferris, treasurer; George Lesall, secretary; Edward Reynolds, editorial director. Hollywood office: 1680 Vine St., telephone: Hillside 8201; manager: Irving Parker. New York Office: 10 E. 49th St.; telephone: Wickersham 2366; manager: Earle Ferris.

TOM FIZDALE Inc.—485 Madison Ave., New York City. Telephone: Eldorado 5-5580. Officers: Tom Fizdale, president; Erwin M. Nathanson, vice-president. Chicago branch: 360 No. Michigan Ave.; telephone, Central 7571. Hollywood branch: 8532 Sunset Blvd., telephone, Bradshaw 2-3101.

ADRIAN JAMES FLANTER—132 W. 43rd St., New York City. Telephone: Pennsylvania 6-8488. Executives: Adrian Flanter, president; Lillian Fromm, production.

ERWIN M. FREY & AFFILIATES—347 Madison Ave., New York City. Telephone: Murray Hill 3-3047. Officials: Erwin M. Frey, president; Helen V. Denson, executive vice-president; Miss Anetta Peck, Mrs. Katherine DeReeder.

JOHNSON GARVIS—22 W. 48th St., New York City. Telephone: Medallion 3-0813.

GILLIAMS SERVICE Inc.—225 W. 39th St., New York City. Telephone: Longacre 5-5220. Officials: Thomas F. Gilliams, president; Jim Lepper, in charge of radio.

GRAHAM & DE HAAS—122 E. 42d St., New York City. Telephone: Murray Hill 5-2530. Associates: Aaron de Haas, A. Liddon Graham.

NORMAN W. GREGG, PUBLICITY—121 N. Clark St., Chicago, Ill. Telephone: State 8845.

EDWARD T. INGLE—110 Morningside Drive, New York City. Telephone: Monument 2-1134.

INSTITUTE OF PUBLIC RELATIONS Inc.—Graybar Bldg., New York. Telephone: Mohawk 4-9595. President and Managing Director: Bernard Lichtenberg. Secretary: H. L. Stoneburgh. Associates: Harford Powel, William S. Maulsby, Morton Satell, T. Howard Kelly, I. D. Robbins, B. N. Lesk, Hannah Dorner, Helene Blanchard. Branch: 310 So. Michigan Ave., Chicago; telephone, Harrison 4417; manager, L. H. Crawford. Branch: 80 Richmond West, Toronto, Ont.; Manager, James A. Cowan.

JOHN KELLY ASSOCIATES—347 Madison Ave., New York City. Telephone: Murray Hill 6-4656. Associates: John Kelly, Charles D. Frazer, Harriet Dean.

KORBEL & COLWELL Inc.—570 Lexington Ave., New York City. Telephone: Plaza 5-0478. President: Worth Colwell. Vice-President: Edward F. Korbel.

IVY LEE and T. J. ROSS—405 Lexington Ave., New York City. Telephone: Murray Hill 6-2727. Executive in Charge: T. J. Ross. Associates: Burnham Carter, Harcourt Parrish, Edwin F. Dakin, Thomas W. Casey, J. M. Ripley, Ivy Lee Jr., Courtney H. Pitt.

LEE-STOCKMAN NEWS SERVICE—30 Vesey St., New York City. Telephone: Rector 2-3440. Officials: W. Arthur Lee, president; Lyman A. Stockman, vice-president; J. F. Koellish, publicity director.

AUSTIN C. LESCABOURA & STAFF—Croton-on-Hudson, N. Y. Telephone: Croton 444. Associate: Wilfred S. Rowe.

LIGHTFOOT ASSOCIATES Inc.—342 Madison Ave., New York City. Telephone: Vanderbilt 6-2383. Officers: Warren R. Lightfoot, president; Milton Stern, vice-president; Marie Hughes, secretary.

MANDEVILLE PRESS BUREAU—6 East 45th St., New York City. Telephone: Vanderbilt 6-1411. President: Ernest W. Mandeville.

J. W. MILFORD & ASSOCIATES—225 W. 39th St., New York City. Telephone Longacre 5-5220.

MOONEY & PARKER—424 Madison Ave., New York City. Telephone: Plaza 8-2740. Vice-President: Dick Mooney. Hollywood Office: 1680 N. Vine St. Telephone: Hillside 8201. President: Irving Parker.

BUDD MULLOY—139 N. Clark St., Chicago, Ill. Telephone: Randolph 5645. Associates: Cyrus F. Rice, Aileen F. Hutchinson.

THOMAS W. PARRY CORP.—319 No. Fourth St., St. Louis, Mo. Telephone: Central 5622. Officers: Thomas W. Parry Jr., president; Lynn C. Mahan, vice-president.

RALPH L. POWER—Van Nuys Bldg., Los Angeles, Cal. Telephone: Madison 5617.

PUBLICITY ASSOCIATES—Empire State Bldg., New York City. Telephone: Longacre 5-3210. President: Joseph Israels II. Associate: Amy Vanderbilt. Branch: 20 No. Wacker Drive, Chicago. Telephone, State 2211. Manager, William R. Harshe.

RHODES & RAND—360 N. Michigan Ave., Chicago, Ill. Telephone: Randolph 0001. Associates: A. F. Rhodes, Frank Rand.

LEO R. SACK—Southern Bldg., Washington, D. C. Telephone: District 0120.

JAMES P. SELVAGE & FRED SMITH—16 East 48th St., New York City. Telephone: Plaza 8-0371.

NORVELLE W. SHARPE — National Press Bldg., Washington, D. C. Telephone: National 0246.

THOMAS R. SHIPP & Co.—Albee Bldg., Washington, D. C. Telephone: National 1760.

P. C. STONE & ASSOCIATES—110 East 42nd St., New York City. Telephone: Lexington 2-6176.

GRAVES TAYLOR & ASSOCIATES—Hotel Statler, Cleveland, O. Telephone: Prospect 3220. Associates: Henry E. Billingsley, Gretchen Schneider.

THE GILLIAMS SERVICE, Inc.

225 West 39th Street
New York City

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RADIO PUBLICITY and PROMOTION

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Clipping Returns
Tabulated and Analyzed

SERVICES RELATING TO BUSINESS OF BROADCASTING

Miscellaneous Services and Organizations

ADVERTISING CHECKING BUREAU Inc.—79 Madison Ave., New York City. Telephone: Caledonia 5-8333. Eastern Manager: Horace Carver. Service Manager: W. T. Oliver. Branch: 538 So. Clark St., Chicago; telephone, Wabash 6131; manager, James Watts. Branch: 500 Sansome St., San Francisco; telephone, Sutter 6978; manager, Jack Kendrick. (Publicity clipping service, including monthly circulation totals.)

AMERICAN INSTITUTE OF FOOD DISTRIBUTION—420 Lexington Ave., New York City. Telephone: Mohawk 4-4413. President: Gordon C. Corbaley. Branch: Munsey Bldg., Washington, D. C.; Telephone, National 4698; manager, Merrill Sickles. (Data on food markets.)

AUDIT BUREAU OF CIRCULATIONS—165 W. Wacker Drive, Chicago, Ill. Telephone: Central 7994. Managing Director: James N. Shyrock. Branch: 330 W. 42nd St., New York City; telephone, Medallion 3-2323; manager, William F. Hoffmann. (Newspaper and magazine audit service.)

BROADCASTERS PROMOTION SERVICE—Atlantic City, N. J. Telephone: Atlantic City 5-0121. General Manager: Paul Roberts. (Promotion for radio stations.)

BURRELLE'S PRESS CLIPPING BUREAU—125 Barclay St., New York City. Telephone: Barclay 7-5371. Burrelle's Radio Reporter, 230 W. 41st St., New York City; telephone, Longacre 5-2754; manager, John T. Parkerson.

CHURCHILL ENGINEERING Corp.—56 W. 45th St., New York City. Telephone: Murray Hill 2-0178. Officials: Paul K. Horst, Harry W. Acton and George S. Seabury, vice-presidents. (Administrative engineers; specialists in setting prices and rates.)

COMMERCIAL CHECKING SERVICE—1474 Olive St., Louisville, Ky. Telephone: Shawnee 1312-W. Officials: Newton P. Owen, president; P. A. Johns, vice-president. (Radio checking service for agencies and advertisers.)

CONTROLLED CIRCULATIONS AUDIT Inc.—420 Lexington Ave., New York City. Telephone: Mohawk 4-6380. Officials: Frank L. Avery, managing director; J. N. McDonald, president; William A. Wolff, secretary; L. C. Fletcher, treasurer. (Auditing. circulation of business publications.)

VINCENT EDWARDS & Co.—342 Madison Ave., New York City. Telephone: Vanderbilt 3-3021. Manager: G. R. Rossiter. (Advertising mat and idea syndicate service.)

FINCH TELECOMMUNICATIONS Inc.—1819 Broadway, New York City. Telephone: Circle 6-8080. Laboratory: Bendix Airport, Bendix, N. J. Officials: William G. H. Finch, president; Frank Brick, vice-president and chief engineer; Roscoe Kent, sales manager; Fred Ehlert, advertising and publicity. (Facsimile equipment for radio, wire and carrier current circuits.)

FOOD-DRUG-COSMETIC REPORTS—National Press Bldg., Washington, D. C. Telephone: Metropolitan 0606. Editor: Wallace Werble. (Weekly Washington news letter reporting activities and trends of food, drug and cosmetic regulation.)

GROCERY LABORATORIES—280 Madison Ave., New York City. Telephone: Murray Hill 5-6313. Partners: Edward Burnette, Henry Brenner, Helen Egert.

HEARST RADIO Inc. — Affiliated with Hearst Newspapers, 20 E. 57th St., New York City. Officials: E. M. Stoer, president; J. D. Gortatowsky, executive vice-president; Bradley Kelly, vice-president. Telephone: Columbus 5-7300.

LIFE INSURANCE SALES RESEARCH BUREAU—64 Pearl St., Hartford, Conn. Telephone: Hartford 2-3211. Manager: John Marshall Holcombe Jr. (Cooperative research and service organization maintained by life insurance companies.)

GEORGE McKITTRICK & Co.—108 Fulton St., New York City. Telephone: Beekman 3-8764. Owner: Fred C. McKittrick. Branch 185 No. Wabash Ave., Chicago; telephone, State 8911; Manager, Norman M. Breeze. (Publishes McKittrick's Directory of Advertisers and Agencies.)

MUZAK Corp.—229 Fourth Ave., New York City. Telephone: Algonquin 4-3300. Wired radio subsidiary of the North American Co., operated under arrangement with Warner Brothers Pictures. Officers: Waddill Catchings, president; Joseph D. R. Freed, vice-president and general manager; Peter Holland, treasurer.

NATIONAL BETTER BUSINESS BUREAU—405 Lexington Ave., New York City. Telephone: Murray Hill 6-3535. Officials: Edward L. Greene, general manager; K. B. Wilson, operating manager; A. E. Bockman, advertising and media relations; H. M. Cool, consumer interest.

NATIONAL RADIO RECORDS—347 Madison Ave., New York City. Telephone: Murray Hill 4-4351. Director: N. Charles Rorabaugh. (Spot and network radio advertising reports.)

NATIONAL REGISTER PUBLISHING Co.—330 W. 42nd St., New York City. Telephone: Medallion 3-5850. President: R. H. Ferrel. Branch: 333 No. Michigan Ave., Chicago; telephone, Randolph 5744; manager, A. J. Crane. (Publishes Standard Advertising Register services, listing national advertisers, agencies and their personnel).

NATIONAL RETAIL DRY GOODS ASSOCIATION—101 W. 31st St., New York City. Telephone: Chickering 4-7313. General Manager: Lew Hahn. Manager, Sales Promotion Division: Alan A. Wells. (Trade association for department and specialty stores.)

AMOS PARRISH & Co. Inc.—500 Fifth Ave., New York City. Telephone: Pennsylvania 6-6190. (Counselors to stores and manufacturers on management, merchandising, sales promotion, fashions and advertising.)

PRENTICE-HALL Inc.—70 Fifth Ave., New York City. Telephone: Algonquin 4-9200. Officials: Richard P. Ettinger, president; Dr. Charles W. Gerstenberg, chairman of board; Vincent Ross, treasurer; W. F. Kolbe, vice-president; S. B. Cunningham, vice-president; Bernard F. Herberick, director of public relations. (Publishes various trade and business services.)

PUBLISHERS INFORMATION BUREAU—799 Broadway, New York City. Telephone: Stuyvesant 9-7334. Officers: Anne R. Edgerly, president; Mrs. Sarah E. Barnes, vice-president; Mrs. Mae B. Irving, secretary-treasurer. (Publishes reports on advertising space and expenditures).

RADIO STATIONS SALES Co.—3930 Connecticut Ave., N.W. Washington, D. C. (Program sales service.)

RADIO WIRE TELEVISION CORP. OF AMERICA—Fiske Bldg., New York City. Telephone: Circle 5-7600. President: A. W. Pletman. (Entertainment by wire.)

SCRIPPS-HOWARD RADIO Inc.—Affiliated with Scripps-Howard Newspapers. 230 Park Ave., New York City. Officials: Jack R. Howard, president; James C. Hanrahan, vice-president; J. B. Epperson, chief engineer. Telephone: Murray Hill 6-6840.

STANDARD RATE & DATA SERVICE—330 No. Michigan Ave., Chicago, Ill. Telephone: Randolph 5616. Officials: R. A. Trenkmann, general manager; Walter E. Botthof, president; Albert Moss, vice-president; Albert W. Moss, secretary. (Publishes guides of publications and radio, with their rates.)

SURETY ADVERTISING BUREAU—280 Madison Ave., New York City. Telephone: Lexington 2-6556. Officials: Milton M. Rockmore, managing director; Dr. Foster Dee Snell, consulting chemist; A. D. Gellis, chemist; Fred H. Korf, consulting engineer; C. P. Hornung, art consultant; Harry Levine, textile testing consultant; Francis Finkelhor, legal consultant. (Checks advertising and label declarations to conform with State and Federal requirements.)

TELECOMMUNICATIONS REPORTS Inc.—National Press Bldg. Washington, D. C. Telephone: District 2678. Editor: Roland Davies; Assistant Editor: Peter H. Cousins. (Weekly news letter covering FCC and other telephone and telegraph regulation activities.)

TEL-ELECTRIC CORP.—420 Lexington Ave., New York City. Telephone: Murray Hill 5-3055. Officials: Edward L. Mack, president; James H. Betts, vice-president; Thomas D. Dwyer, vice-president; Harry F. Hagedorn, secretary. (Visual news bulletins for stores, terminals, etc.)

TEL-PIC SYNDICATE Inc. — 1650 Broadway, New York City. Telephone: Circle 5-4688. Chicago Office: 10 So. La Salle St.; telephone, Franklin 2428; manager, Lee Stern. Officers: W. L. Moore, president and treasurer; Mortimer Van Brink, vice-president; C. Harries, secretary. (News-flash merchandising displays.)

TRADE-WAYS Inc.—285 Madison Ave., New York City. Telephone: Ashland 4-1363. Officials: W. H. Hough, president; C. Y. Belknap, executive vice-president; Bernard Weitzer, vice-president; Howard Williams, vice-president; Paul Field, secretary; O. R. Johnson, treasurer. (Marketing counsellors.)

TRAFFIC AUDIT BUREAU Inc.—60 E. 42nd St., New York City. Telephone Murray Hill 2-1527. Miller McClintock, general auditor and manager. (Reports on circulation and coverage of outdoor advertising; controlled by ANA, AAAA and Outdoor Advertising Association of America.)

VIDEO & SOUND ENTERPRISES—3160 Dodge St., Omaha, Neb. Telephone: Harney 1173. Manager: Franklin C. Pease. (Merchandising counsel, advertising, public address, sound trucks.)

TEL-PIC announces radio's newest DISPLAY-SERVICE merchandising plan for STATIONS and ADVERTISERS for 1940!

Offered for the first time Nov. 20, 1939, more than 40 radio stations have purchased this service in less than six weeks.

•

Exclusive for your territory if still available.

•

TEL-PIC keeps your sponsor sold and is used as a basis for securing new advertisers. Under our plan the station or sponsor can pay for the service on our budget payment plan.

•

See TEL-PIC's page ad in BROADCASTING's November 15, 1939 issue, page 59.

Write or wire for full particulars to:

1650 Broadway • TEL-PIC SYNDICATE Inc. • New York City

A partial list of the stations TEL-PIC services:

WNBC
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WCOP
WRNL
WTAR
WTNJ
WPTF
WCNC
WBIG
WDNC
WIS
WCSC
WJDX

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WMBR
WMBC
WSAR
KGER
WDBO
WQAM
WFTL
KFBK
KERN
KMJ

WSMB
KOH
KWG
KDON
WDAE
WTAL
KFXM
WSFA
WSGN
WROL
WSM
WMC
KARK

SERVICES RELATING TO BUSINESS OF BROADCASTING

Consulting Radio Engineers

ALTEC SERVICE CORP.—250 W. 57th St., New York City. Telephone Columbus 5-3255.—Officials: L. W. Conrow, president; G. L. Carrington, vice-president and general manager; H. M. Bessey, secretary-treasurer; E. Z. Walters, comptroller. (Servicing electronic equipment.)

VICTOR J. ANDREWS—6429 So. Lavergne Ave., Chicago, Ill. Telephone: Portsmouth 7810. Associate: I. D. Kealy.

STUART L. BAILEY—Jansky & Bailey, National Press Bldg., Washington, D. C. Telephone: Metropolitan 5411. Associates: C. M. Jansky Jr., Millard M. Garrison, Ronald H. Culver, LaVerne M. Poast, Delmer C. Ports, George M. Lohnes.

HERBERT LEE BLYE—1014 West High St., Lima, O. Telephone: State 2364.

WILLIAM W. L. BURNETT—William W. L. Burnett Radio Laboratory, 4814 Idaho St., San Diego, Cal. Telephone: Jackson 9234.

JOSEPH A. CHAMBERS—McNary & Chambers, National Press Bldg., Washington, D. C. Telephone: National 4084. Associates: James C. McNary, A. S. Clarke, Grant W. Wrathall, J. H. Woodward, C. T. James.

COMMERCIAL RADIO EQUIPMENT Co.—7134 Main St., Kansas City, Mo. Telephone: Jackson 5302. Officials: Everett L. Dillard, manager; Robert F. Wolfskill, assistant manager; Milton R. Woodward, chief engineer; Edward J. Waters, engineer in charge of frequency measurements.

A. EARL CULLUM Jr.—2935 N. Henderson Ave., Dallas, Tex. Telephone: 3-6039. Associate: C. M. Daniell.

GEORGE C. DAVIS—Page & Davis, Munsey Bldg., Washington, D. C. Telephone: District 8456. Associates: E. C. Page, John Creutz.

DR. LEE DE FOREST—5106 Wilshire Blvd., Los Angeles, Cal. Telephone: York 7288.

JOHN H. DE WITT—Radio Station WSM, Nashville, Tenn. Telephone: 6-7181.

DOOLITTLE & FALKNOR Inc.—7421 S. Loomis Blvd., Chicago, Ill. Telephone: Stewart 2810. Officials: E. M. Doolittle, president; Dudley Gray, chief engineer; C. M. Rodman, sales engineer; F. J. Pippenger, sales manager.

EDWARDS & MARTIN — Union Guardian Bldg., Detroit, Mich. Telephone: Cadillac 4676. Associates: S. W. Edwards and R. D. Martin.

HERMANN FLOREZ—1 Nevins St., Brooklyn, N. Y. Telephone: Triangle 5-0313.

GLENN D. GILLETT — National Press Bldg., Washington, D. C. Telephone: National 3373. Associates: Marcy Eager, William E. Plummer, Clyde H. Bond.

PAUL F. GODLEY—10 Marion Road, Upper Montclair, N. J. Telephone: Montclair 2-7859.

DR. ALFRED N. GOLDSMITH—444 Madison Ave., New York City. Telephone: Eldorado 5-0400.

JOHN V. L. HOGAN—730 Fifth Ave., New York City. Telephone: Columbus 5-5536. Associates: Wilson Aull Jr., Murray E. Tucker.

W. J. HOLEY — 1368 Northview Ave., N. E., Atlanta, Ga. Telephone: Vernon 1267.

C. M. JANSKY Jr.—Jansky & Bailey, National Press Bldg., Washington, D. C. Telephone: Metropolitan 5411. Associates: Stuart L. Bailey, Millard M. Garrison, Ronald H. Culver, LaVerne M. Poast, Delmer C. Ports, George M. Lohnes.

MARTIN V. KIEBERT Jr. — Russ Bldg., San Francisco, Cal. Northwest Representative: W. R. Zinn, 4002 39th St., Seattle, Wash. (Affiliated with Jansky & Bailey, Washington.)

CHARLES F. KOCHER—650 Newport Ave., Detroit, Mich. Telephone: Murray 8761.

ROBERT H. MARRIOTT—1470 E. 18th St., Brooklyn, N. Y. Telephone: Dewey 9-6506.

ROBERT D. MARTIN—7 So. Howard St., Spokane, Wash. Telephone: Main 1218 (Associated with Edwards & Martin, Union Guardian Bldg., Detroit.)

HAROLD J. McCREARY—105 W. Adams St., Chicago, Ill. Telephone: State 4003. Associates: Gene Applebaum, T. H. Stevens, Lewis DeZettle.

J. C. McNARY—McNary & Chambers, National Press Bldg., Washington, D. C. Telephone: National 4048. Associates: Joseph A. Chambers, A. S. Clarke, Grant W. Wrathall, J. H. Woodward, C. T. James.

E. C. PAGE—Page & Davis, Munsey Bldg., Washington, D. C. Telephone: District 8456. Associates: George C. Davis, John Creutz.

HECTOR R. SKIFTER—St. Paul Hotel, St. Paul, Minn. Telephone: Cedar 5511.

DR. GREENLEAF WHITTIER PICKARD—Seabrook Beach, N. H. Telephone: Newburyport 497-W.

HAROLD C. SINGLETON — 2005 N. E. 28th Ave., Portland, Ore. Telephone: Trinity 7045. Associate: Earl E. Meissner.

W. ARTHUR STEEL—63 Sparks St., Ottawa, Ont., Canada. Telephone 2-9820.

WASHINGTON INSTITUTE OF TECHNOLOGY—McLachlen Bldg., Washington, D. C. Telephone: District 1518. President: Sidney F. Mashbir. Associates: Dr. Frank G. Kear, chief of Broadcast Division; Gomer L. Davies, chief of Aeronautical Division.

WESTINGHOUSE ELECTRIC & MANUFACTURING Co.—2519 Wilkens Ave., Baltimore, Md. Telephone: Gilmore 7320. Manager of Radio Division: Walter C. Evans.

RAYMOND M. WILMOTTE—730 Fifth Ave., New York City. Telephone: Columbus 5-5536.

HERBERT L. WILSON—260 E. 161st St., New York City. Telephone: Melrose 5-0333. Associate: Arthur L. Solbrig.

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We Were the Pioneers—

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Directive antennas to increase coverage and reduce interference.

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Coverage reports and surveys that are modern and embody present standards.

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Interference measurements with special and patented equipment.

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GLENN D. GILLETT and Associates

Consulting Radio Engineers

National Press Bldg. **Washington, D. C.**

Executive and Staff Personnel of the Federal Communications Commission

Headquarters Office: Postoffice Building, Washington, D. C., Phone District 1654

(For field offices and staffs, see page 440)

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James Lawrence Fly, Chairman
(Democrat; term 1939-1942)
Secretary: Nathan David
Asst. Secretary: Charlotta Gallop
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T. A. M. Craven, Commissioner
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Asst. Secretary: Ruth T. Koppialky.
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Asst. Secretary: Lenah J. Ferro.
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Asst. Secretary: Minnie Sparks.
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T. J. Slowie, Secretary.
Secretary: Laura L. Hollingsworth.
John B. Reynolds, Assistant Secretary.
Secretary: Pansy E. Wiltshire.

Law Department

William J. Dempsey, General Counsel.
Secretary: Patricia M. Crowley.
George B. Porter, Assistant General Counsel.
Secretary: Eleanor Browne.
William C. Koplovitz, Assistant General Counsel.
Secretary: Margaret Herrell.
James A. Kennedy, Assistant General Counsel.
Secretary: Louise Duncan.
William H. Bauer, Head Attorney.
David H. Deibler, Principal Attorney.
Fanney Neyman, Principal Attorney.
Ralph Walker, Principal Attorney.
Walter D. Humphry, Principal Attorney.
J. Fred Johnson, Jr., Principal Attorney.
P. W. Seward, Principal Examiner.
Rosel H. Hyde, Principal Attorney.
Frank B. Warren, Principal Attorney.
Robert M. Cooper, Principal Attorney.
Theodore L. Bartlett, Principal Legal Administrator.
James D. Cunningham, Principal Attorney.
George H. Hill, Senior Examiner.
Robert L. Irwin, Senior Examiner.
Tyler Berry, Senior Examiner.
Marshall S. Orr, Senior Attorney.
Benedict P. Cottone, Senior Attorney.
Elizabeth C. Smith, Attorney
James L. McDowell, Attorney.
Basil P. Cooper, Attorney.
Annie Perry Neal, Attorney.
Hugh B. Hutchison, Attorney
Max H. Aronson, Associate Attorney.
George M. Harrington, Associate Attorney.
John A. Hartman, Jr., Associate Attorney.
Harrison T. Slaughter, Associate Attorney.
Eugene L. Burke, Associate Attorney.
Stephen Tuhy, Jr., Associate Attorney.
Harry M. Plotkin, Associate Attorney.
Robert M. Fenton, Assistant Attorney.
Mary Elizabeth Erickson, Assistant Attorney.
Violet L. Haley, Assistant Attorney.
James G. McCain, Assistant Attorney.
John E. Wicker, Assistant Attorney.
Russell Rowell, Assistant Attorney.
Lester W. Spillane, Assistant Attorney.
Franklin G. Salsbury, Assistant Attorney.
John H. Litzelman, Assistant Legal Editor
Maurice Wihton, Junior Attorney.

License Bureau

Wm. P. Massing, Chief.
Secretary: Ruth Richter.
Chief of Broadcast Section: Clara M. Iehl.
Chief of Commercial Section: John Fulmer.
Chief of Amateur Section: J. B. Beadle.

Members of Former FEDERAL RADIO COMMISSION

Feb. 23, 1927—July 10, 1934

Admiral W. H. G. Bullard, Pennsylvania.
March 15, 1927—November 24, 1927 (Deceased)
Orestes H. Caldwell, New York.
March 15, 1927—February 23, 1929
Eugene O. Sykes, Mississippi.
March 15, 1927—
Henry A. Bellows, Minnesota.
March 15, 1927—October 31, 1927 (Deceased)
Colonel John F. Dillon, California.
March 15, 1927—October 8, 1927 (Deceased)
Sam Pickard, Kansas.
November 1, 1927—January 31, 1929
Harold A. Lafount, Utah.
November 14, 1927—July 10, 1934
Ira E. Robinson, West Virginia.
March 29, 1928—January 15, 1932
General C. McK. Saltzman, Iowa.
May 2, 1929—July 19, 1932
William D. L. Starbuck, New York
May 2, 1929—May 23, 1934
Thad H. Brown, Ohio.
January 21, 1932—
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April 1, 1933—July 10, 1934

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